

# CONSUMER BULLETIN

The original consumer testing magazine



## PREVIEW OF THE NEW CARS

**The trend is toward smaller big cars, and more powerful small cars, for 1961**

## TELEVISION SETS FOR 1961

**Some were much better than others**



## TOYS FOR CHRISTMAS

**Toys that provide fun and help to stimulate interest in science and mechanics**

## WOMEN'S BLOUSES

**Price is no measure of quality**



## WOMEN'S SHAVERS

**New models differ widely in performance**

## Corning Ware



## electric skillet

THE electric frying pan has definitely caught on in American homes to the tune of sales of 3½ million pans a year. Although it is agreed that many of the frying pans already sold are still in good working order, there are still many consumers who do not have one, or who might be pleased to have a second one for Christmas.

During the past year Corning Glass Works introduced a new kind of electric skillet. This "skillet" is a two-part item, but not in the sense that it has a detachable control as other two-part frying pan skillets do. The *Corning Ware* "electric skillet" has a separate "Electromatic Heater Base" with a temperature control and a non-electric, 10-inch, 2½-quart casserole skillet. Both the skillet and the base are made of *Pyroceram*, a glass-like material that has remarkable resistance to damage by quickly applied heat or cold. The base is well enclosed and has a metal cover on the bottom, but is not to be immersed in water for cleaning. The handles of the base unit are designed so as to hold the skillet in place so it will not slide off. The temperature control is set by turning a knob on the right side; near this there is a red light which goes out when the desired temperature has been reached.

The *Corning Ware* skillet, which has a *Pyrex* cover, can be used as a regular non-electric skillet over a flame, or under a broiler, or put into a freezer even while hot, without damage. Like the *Corning Ware* discussed in the December 1959 BULLETIN, the new skillet can be used with the removable handle designed to fit all *Corning Ware*, and set into the cradle provided for 10-inch *Corning Ware* pans. The casserole skillet can be washed like any other non-electric cooking utensil. Like the *Pyroceram* ware previously tested, it was found easy to clean, as was the heater base.

In CR's tests and examinations, the thermostat was checked at two temperatures, 200 degrees and the highest setting on the dial, and found to be satisfactorily accurate. Cooking tests were carried out in which eggs were fried, pancakes baked, Welsh rarebit prepared, and a pineapple upside down cake baked. These foods were used as a means of checking the evenness of cooking and the ease of cleaning of the appliance. The eggs were fried evenly; pancakes baked evenly; and one of the two Welsh rarebits cooked turned out satisfactorily. It was discovered after the

first one failed that the setting of 300 degrees suggested for Welsh rarebit on the temperature control was too high. The recipe for Welsh rarebit given in the instruction book called for cooking Welsh rarebit at 300°F but for reducing the temperature to 200°F for melting the cheese in the sauce. The second rarebit, prepared in this way, was satisfactory.

The pineapple upside down cake did not turn out well, although it was possible to bake good ones in some other electric frying pans. The difficulty seems to be that there is no vent in the cover to allow the steam to escape during the baking process. (The instruction book provided with the *Corning* skillet does not suggest that a pineapple upside down cake can be prepared.)

During each cooking and baking operation, the table top under the hot plate remained at a low enough temperature that table surfaces were not likely to be damaged by the heat.

The electric heater base passed CR's tests for electrical safety. The temperature control knob of the hot plate did not become too hot to be touched. It was interesting to note that the *Corning Ware* casserole, too, stayed surprisingly cool. It was even possible when cooking some foods to take hold of the lips of the skillet with the bare hand without burning the hand. The *Corning Ware Electromatic Skillet* performed well in use, but some women judged it to be too "functional" in appearance to be well suited for use for a party table.

### A. Recommended

**Corning Ware Electromatic Skillet, Model P-12-FS** (Corning Glass Works, Corning, New York) \$29.95. A 3-piece item consisting of a heater base, a *Corning Ware* pan, *Pyrex* glass lid.

**Specifications:** 115 volts, 1400 watts, a.c. only (heater base). Weight: 9½ lb. total; casserole with lid, 4 lb. 14 oz. Skillet, 10 in. square; depth, 2 in.; capacity, 2½ qt. *Pyrex* lid. Temperature control marked "off"; temperature marks from 200 to 425 degrees at 25-degree intervals. *Electromatic* base not to be immersed in water. Base had UL marking.

**Performance in tests:** *Electromatic* base passed CR's tests for electrical safety. The thermostat calibration was found satisfactorily accurate. Control did not become too hot to touch. Base did not become hot enough to damage table surfaces. The appliance cooked most foods satisfactorily. The separate pan was easy to clean.

## *The Consumers' Observation Post*

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**AUTOMOBILE TIRES** may receive harder wear in a quick but short trip to the shopping center than on a longer journey at faster speeds. Tests by J. L. Ginn, R. L. Marlowe, and R. F. Miller of the B. F. Goodrich Company Research Center indicate that the way a driver turns corners, the way he applies his brakes, and the way he accelerates all determine the life of his tires. The rate of wear in turning corners can be a thousand times as high as in straight-ahead driving. Drivers who constantly make jack rabbit starts, fast screeching turns, and panic stops may get less than 4000 miles of driving life from their tires. It takes only a few of these maneuvers to shorten tire life drastically.

\* \* \*

**COUNTERFEITING OF DRUGS** has been discovered in Hoboken, New Jersey. The technique involved marking hormones, tranquilizers, weight reducers, and other prescription tablets with the brand insignia of major pharmaceutical firms. The drugs were often reworked under very unsanitary conditions, sold to drug stores at low rates, and passed on to consumers at prices charged for reputable brands. Several big companies discovered stamping dies for their products in a Hoboken loft, and others in the drug field suspect their trade marks are being counterfeited on pills. In order to avoid having the drugs traced back to their sources, the counterfeiters shipped them by air in containers labeled "machine tools" and "water softeners," to more distant parts of the country. Druggists are warned to watch out for strange distributors offering drugs allegedly of well-known brands at greatly reduced prices.

\* \* \*

**RUBBER GLOVES** sometimes cause eczema of the hands. According to Doctor Harold T. H. Wilson of London (England), the backs of the fingers are usually affected, the backs of the hands, and less commonly the palms. The only solution is to discard rubber gloves. Doctor Wilson reported that untreated rubber latex gloves, which are usually leached with water in manufacture, appeared harmless.

\* \* \*

**INFANTS FED HOMOGENIZED MILK** early in life may develop anemia and other diseases, according to a study from the University of Utah, which found that infants frequently are allergic to whole cow's milk. Dr. M. Eugene Lahey, Dr. Douglas Heiner, and Dr. John F. Wilson of Salt Lake City, in reporting the study, pointed out the anemia was probably caused by defective iron absorption due to intestinal lesions from the allergic reactions. The infants in the test study who were allergic to whole milk responded favorably to withdrawal of milk from the diet or the substitution of a formula based on evaporated milk.

\* \* \*

**SPIKE HEELS** are a menace to carpets. As one carpet expert pointed out, stiletto heels are nothing more than one-half-inch diameter ten-penny nails with built-in metal heads. After such heels have been walked on for one block, the metal head is mashed out into a sharp and ragged edge. Toe plates or spear-pointed steel inserts also mash down in a similar manner. The pressure of spikes and spears in this form worn by a woman weighing only 112 pounds exerts a static pressure of 4000 pounds per square inch on the floor surface with every step, in contrast to a pressure of 28 pounds per square inch from the heels of a 224-pound man wearing conventional shoes, points out Larry Levenson in *Home Furnishings Daily*. The spike heels and metal toes cut the pile of carpeting, puncture carpet backings, causing snags, "sprouts," rips, and loops, and an untold amount of premature wear. There appears to be no solution to the problem other than to change the style of women's shoes.

THOSE IMPRESSIVE TRADE-IN OFFERS were spoofed by an appliance store in Sioux City, Iowa, in an advertisement headlined "Here's the Most Sensational Offer of the Year. Reliable Furniture will give you \$1,000 for your old refrigerator." In explaining how the company could give the customer \$1000 for his old refrigerator, the ad billed the new 1960 Westinghouse at \$1209.95 minus \$1000 for the old box, leaving a difference of only \$209.95, to be paid by the purchaser, with the added comment that this "bogus" offer might be applied to any model desired. The owner of the appliance shop reported that he regarded the advertisement as one of the best he had ever used.

\* \* \*

IF DINNER ROLLS or cinnamon buns are to be frozen and stored for more than a few days, it is necessary to keep them at a temperature of 0°F or below in order to maintain their freshness and softness. Loss of freshness is rapid at higher temperatures. Few of today's refrigerators provide temperatures anywhere near zero in their freezing compartments; refrigerator-freezers perform better in this regard, though many of these, too, do not reach zero or below.

\* \* \*

HOW TO AVOID TRAFFIC CONGESTION, automobile smashups, and the difficulty of getting around the country with the many millions of automobiles now on the road is the subject of earnest study by many groups. The most inexpensive and simplest solution comes from the Pedestrian League of America, Box 1308, Church Street Station, New York. To eliminate the social problems arising from buying a car, heavier and bigger than needed, on the installment plan, using up valuable parking space at community expense, and adding to the national problem of air pollution, the League recommends walking. It's as simple as that. Just plan to go wherever you are going on foot, whenever possible, instead of by automobile.

\* \* \*

IN CONSIDERING THE PURCHASE OF A NEW REFRIGERATOR, what does the advertised figure for the net cubic capacity mean to you? For a good many years, Consumers' Research has taken the position that the actual usable net storage volume is the only figure that has any practical meaning for consumers. We have consistently criticized the trade use of gross volume in cubic feet rather than actual usable cubic feet to describe a refrigerator's capacity. We are now pleased to report that after many years the National Electrical Manufacturers Association (NEMA), the National Better Business Bureau, and the Federal Trade Commission have taken steps to dissuade dealers from promoting refrigerators in the misleading fashion of advertising gross capacity, that includes space given to condenser, coils, baffles, insulated partitions, and ducts, which cannot possibly be utilized for storage. Thus a box advertised as 14 cubic feet may have usable storage capacity of only 12 cubic feet. Another problem in refrigerator advertising involves the use of model numbers that can be misinterpreted. A refrigerator with a 7.2-cubic-foot capacity, for example, may be called Model 8, giving a prospective purchaser the impression that it provides 8 cubic feet of usable capacity.

\* \* \*

DEODORANTS can ruin an entire wardrobe. That is the comment from the American Institute of Laundering, which points out that the use of aluminum chloride in an anti-perspirant is often harmful to fabrics. The A.I.L. suggests that it is much better to use a simple deodorant which eliminates perspiration odor, but does not prevent perspiration. Some deodorants, however, are so acid in nature that they cause the underarm area of the garment to disintegrate. To help solve this problem, the A.I.L. is planning to test and list approved deodorants that have been proved harmless to fabrics. At present there are only a few brands that carry the A.I.L. seal of approval.

(The continuation of this section is on page 37)



# Consumer Bulletin

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Listings usually are arranged in alphabetical order by brand name (not in order of merit) under each quality or performance rating. A numeral 1, 2, or 3 at the end of a listing indicates relative price, 1 being low, 3 high. Where the 1, 2, 3 price ratings are given, brands in the 1, or least expensive group, are listed alphabetically, followed by brands in price group 2, also in alphabetical order, etc. A quality judgment is wholly independent of price.

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## Preview of the 1961 cars



WE THINK that the executive of one of the big automobile companies who expressed the view that the public really does not want small cars, but cars with small prices, was telling only part of the story, the part that tended to deflect criticism from the industry's truly historic error in marketing judgment in its estimate of the wants of consumers in the '55-'59 period. It is true that the *Dart*, introduced by Chrysler last year, a full-sized car priced several hundred dollars below the cheapest *Dodge*, enjoyed excellent sales, and that this occurred at the same time the new American compacts were establishing their remarkable popularity; as it happened, Dodge did not at that time have a compact car of its own ready for the market. It will be interesting to see whether the new compact *Dodge Lancer*, if it sells well, will tend to do so at the expense of the sales of the *Dodge Dart*.

The president of a leading automobile manufacturing company predicts that, by 1963, two out of three new cars sold will be compacts. One cannot be sure which of these two corporate views is the correct one, but to us it seems unmistakably clear that the public has become very strongly economy minded in buying automobiles; as long as this mood continues, the smaller American cars and such European cars as the *Volkswagen* and the *Renault* will take a really large, perhaps even an increasing share of the market.

For the 1960 model year, compact cars accounted for 26 percent of new car production; the lower-priced standard-size cars, 43 percent; medium-priced, 28 percent; and the higher-priced cars, 3 percent. In the opinion of CR, the great popularity of the compact cars is not solely because of the lower initial list price, which is about \$300 below standard-size cars in the next bracket. Equally important factors are the compact's appreciably lower cost in use, owing to lower rates of depreciation in dollars, reduced consumption of gasoline and oil, lower taxes and insurance, lower finance charges, tire costs, and repair costs.

Especially important in the minds of many is the fact that the new small cars are a pleasure to drive. They are "light on their feet," they are parked much more easily, they can get along nicely without power steering and power brakes, the simplicity of their design and details makes repairs easier and quicker and less costly. The best of them are about as comfortable as the larger cars and present no more difficult problems of getting in and out.

It has been estimated that in a typical case where a car is used for three years before turning it in, the total cost of owning and operating a lower-priced standard-size car amounts to about \$1500 per year, compared to \$1150, or about one quarter less, for owning and operating a compact car. This saving of \$350 per year amounts to \$1050 for three years, an amount of money which most Americans will not sneeze at, especially when they consider that it is almost sufficient to cover the money needed for the purchase of a new compact car with trade-in.

There is a trend to provide optional higher horsepower engines for the compacts. Of new ones introduced this year, the new compacts being brought out by Buick and Oldsmobile will have considerably more rated horsepower for their standard equipment engines than *Corvaire*, *Falcon*, *Valiant*, and *Rambler American*. It will be too bad for consumers if the manufacturers start a horsepower race for the compacts in order to achieve the dubious distinction of producing the biggest and most powerful compact; there are signs that exactly this is going on. If it does develop, it will only mean a revival of interest in European-made small cars.

A few of the new compact cars will be somewhat longer than the *Corvaire*, *Falcon*, and *Valiant*, but, on the other hand, several of the "standard-sized" cars have significantly reduced their horsepower and size. There have been suggestions that eventually the compact cars will get bigger and the standard-size cars smaller, and that the car that

will be evolved may well be a compromise between the Goliaths and the Pygmies. Several have suggested that the medium-priced car may disappear from the market, and this surmise is worth keeping in mind by car buyers who have need to consider probable future turn-in values of their purchases.

The sales of foreign cars, except *Volkswagen*, have been hard hit by the American compacts. Sales of foreign-made cars which hit a peak of 10 percent of total car sales in 1959 dropped to less than 8 percent for the first 7 months of 1960 and are likely to drop much further in 1961. Hardest hit have been the cars made abroad by the big American companies, such as the Ford *Anglia* and *Prefect*, General Motor's *Opel* and *Vauxhall*, and Chrysler's *Simca*.

Prices when given are manufacturers' suggested list for 4-door sedans with standard equipment and include federal excise tax and dealer preparation charges, but do not include freight.

## COMPACT CARS

### Buick Special

In appearance, the *Special* seems to be a scaled-down model of the full-sized *Buicks*, even to the familiar portholes in the sides of the front fenders. It is 188 inches long, and weighs about 2700 pounds (a very substantial 1600 pounds less than Buick's conventional models). The engine is essentially the same as used in the *Oldsmobile F-85* (see page 8). The new *Buick Specials* are available in 4-door sedans and 4-door station wagons only. Prices: standard model, \$2384; deluxe, \$2519.

### Corvair

Most of the changes are of a minor character. Rear-axle ratio has been reduced from 3.55 to 1 to 3.27 to 1 to improve gasoline economy. An important change is the offering, as an optional accessory, of a new hot-air heater which does not burn gasoline. This change will make for considerable economy in use of gasoline in winter; however, the gasoline-fired heater will still be offered for those who want it. (We cannot say yet whether the new heater will provide enough heat for really cold weather.) The cylinder bore has

Consumers' Research will report upon the cars that are most important in sales volume among the season's offerings, in its usual way, as fast as cars become available and the necessary tests and measurements can be completed. The present report is preliminary—the best information that could be provided at the time it was written. Automobile tests take considerable time and not all the new cars, of course, can be tested at the same time. In so far as possible, the cars first available and with biggest sales will be reported first. Subscribers should bear in mind that it is best, usually, not to buy a car from early production, but to wait until the production lines are running smoothly and many of the early "bugs" and defects have been eliminated. Last year many Corvair owners who bought early production models were plagued by bugs which were corrected, after some months, in later production. This problem is common to nearly all makes, and especially those which represent drastic changes from a manufacturer's previous designs.

been slightly increased, increasing the displacement from 140 cubic inches to 145 cubic inches. The spare tire has been removed from the front to the engine compartment, but there is very little net gain in luggage space, because the small storage space behind the rear seat has been reduced. The size of the front-located gasoline tank has been increased from 11 to 14 gallons. (This is a much needed change.) A 4-speed manual transmission synchronized in all speeds is offered as optional equipment. Synchronizing in all gears, a worthwhile extra, is an important improvement. The *Corvair* with three-speed standard transmission, like most U.S.-made cars, requires that one come to a dead stop to get into low gear.

In addition to the standard and deluxe sedans, there will be club coupes, a deluxe *Monza* sport coupe, station wagons, and *Greenbrier* sports



Lancer



Valiant



Buick Special

wagons; the latter resemble the *Volkswagen Microbus*. Prices: *Model 500*, \$1974; *Model 700*, \$2039.

### Ford Falcon

This car, which was very well accepted by the public last year, with the largest sales of any of the new compacts, has undergone only minor changes. Except for a new grille, the styling remains the same, as do also the inside and outside dimensions. An optional 170-cubic-inch 6-cylinder engine rated at 101 horsepower is offered. This is claimed to give about 15 percent better acceleration than the standard 85-horsepower engine. This change will presumably decrease miles per gallon somewhat. Prices: standard model, \$1974; deluxe, \$2040.

### Comet

The new *Comet* is similar to the *Falcon*, shows very few changes, and offers the same standard and optional engines as the *Falcon*. The 1960 model of this car was reported to be exceptionally free of the type of defects found in most new cars. Price: \$2053; optional engine, \$45 extra.

### Lancer

In many respects, this car is similar to the *Plymouth Valiant*. The standard equipment engine is the same as the *Valiant's*, but a larger engine with about one third more piston displacement, rated at 145 horsepower, is available at extra cost. The main differences between the two cars are in the front grillwork and the trunk lid, which on the *Lancer* is plain, without the imitation spare tire cover used on the *Valiant*. The *Lancer* is 5 inches longer than the *Valiant*. Prices: *Model 170*, \$2069; *Model 770*, \$2154.



Oldsmobile F-85

### Oldsmobile F-85

The *Oldsmobile F-85* bears some resemblance in appearance to the *Corvair*, and the design of its shell seems close to that of the *Corvair*. It is 8 inches longer than the *Corvair*, and the sculptured sides make it about 5 inches wider. The new *Oldsmobile* shares a new V-8 aluminum engine block with the *Buick Special*, and this engine is also available as optional equipment on the *Pontiac Tempest*. Rated at 155 horsepower, it is expected to give a much higher acceleration performance than the *Corvair* even though the *F-85* is about 300 pounds heavier. The *F-85* is to be available in 4-door sedans and 4-door station wagons. Prices: standard model, \$2384; deluxe, \$2519.

### Pontiac Tempest

The *Pontiac Tempest* is considered to be the most radical in engineering and design, of the compacts. It has the first new 4-cylinder engine for passenger cars since the *Henry J*, which has not been manufactured for many years, and the new *Tempest* has its transmission, located at the rear, in a trans-axle arrangement; this construction substantially eliminates the hump and produces a nearly flat floor in the passengers' and driver's compartments. The 4-cylinder engine is rated at 110 horsepower with standard transmission, 130 horsepower with automatic transmission, but those who want more power can have the optional V-8 rated at 155 horsepower, which is also used on the *Buick Special* and *Oldsmobile F-85*.

The 4-cylinder engine is actually the right-hand half of the regular *Pontiac* V-8 engine, but with a different crankshaft. Previous 4-cylinder engines



Ford Falcon



Comet



were not as smooth in operation as the 6- and 8-cylinder engines. Pontiac, however, claims to have eliminated much of the roughness inherent in the 4-cylinder engine, by special soft engine mounts and a "precision balanced" crankshaft. One big advantage of the 4-cylinder engine is its simplicity, which makes it easy to service, and if it turns out well, it should cost less to keep it repaired. Price: \$2167.

### Rambler

The 1961 model *Rambler*s will be designated as the *Classic* series and except for minor style changes and a new 6-cylinder aluminum engine, as standard equipment, are essentially the same as last year.

The new aluminum-block 6-cylinder engine has cast-iron cylinder liners; it is rated at the same 127 horsepower as the previous six. The V-8 engines remain the same. As on the *Rambler American*, the muffler and tail pipe are coated with a ceramic material to give long life. The *Rambler Ambassador V-8* remains virtually unchanged. Prices: *DeLuxe 6*, \$2098; *Super 6*, \$2268; *Custom 6*, \$2413; *Ambassador Super*, \$2537.



Corvair

### Rambler American

This car, which was the original compact car, first introduced about 10 years ago, has been completely restyled and now has a style similar to the imported sedans. American Motors has announced that it will maintain this style and that the car will remain essentially unchanged for several years.

The 100-inch wheelbase is unchanged, but by reducing the front and rear overhang, the over-all length is decreased about 5 inches; width has been



Pontiac Tempest

reduced 3 inches without sacrificing interior space.

The 90-horsepower engine is standard equipment on the *DeLuxe* and *Super* models, but the 125-horsepower engine, which is standard on the *Custom*, is available as optional equipment. Trunk space has been increased about 50 percent to about 24 cubic feet, which is ample. Front seats are individually adjustable. The muffler and tail-pipe system is coated with a ceramic material and is guaranteed to the original owner for as long as he owns the car. Prices: *DeLuxe*, \$1894; *Super*, \$1979; *Custom*, \$2109.

### Studebaker Lark

This year a new overhead-valve engine, called the *Skybolt Six*, rated at 112 horsepower, replaces the old 90-horsepower L-head engine. Styling changes have lessened the square boxy shape to give the car an appearance which many will perhaps find more pleasing. Prices: *DeLuxe 6*, \$2005; *DeLuxe V-8*, \$2140.

### Valiant

The *Valiant* is virtually unchanged from the 1960 model. The compression ratio has been lowered



Rambler American

from 8.5 to 1 to 8.2 to 1. A 2-door sedan and a 2-door hardtop have been added to the line. Prices: *V-100*, \$2014; *V-200*, \$2110. Prices are slightly lower than in 1960 (\$36 less on the *V-100*, \$19 on the *V-200*).

## STANDARD-SIZED CARS

### Buick

No important or major changes other than styling, which has practically eliminated the rear fender fins. The turbine-drive transmission has been reduced in size and weight, allowing the transmission hump and tunnel to be lowered. Buick continues its X-type frame, which CR considers inferior from a safety viewpoint to the more substantial frame with heavy side rails as used on Pontiac. Prices: *LeSabre*, \$3107; *Electra*, \$3825.

### Cadillac

Cadillac seems loath to part with its useless tail

fins which this company originated and other makers copied, for it continues the fins this year. They are referred to in sales publicity as *Cadillac's* "symbolic identification feature." Over-all lengths have been reduced by about 3 inches, but a short-deck sedan, 7 inches shorter in over-all length than the present 60 and 62 models is to be introduced later in the year. The chassis design is now such that no periodic chassis lubrication is required. Prices: *Model 62*, 4-door hardtop, \$5080; *Model 60 Special*, 4-door hardtop, \$6233.

### Chevrolet

Chevrolet offers a new body in which the manufacturer corrected some of the faults of the previous design. Gone is the rakish rear-end treatment, and the droopy fins are replaced by body work having smoother lines and curves which should be much less costly to repair. The high lip of the trunk compartment has been eliminated to provide for easier loading. Seats are higher and thus more comfortable. While easier entrance to passenger compartments is claimed, the height of the car has been reduced somewhat. (A trend in the other direction would do the most to improve ease of getting in and out.)

Over-all length is decreased a little (1½ inches), and the width has been reduced by about 2½ inches. Prices: *Biscayne*, \$2316; *Bel Air*, \$2438; *Impala*, \$2590. For V-8 engines, add \$107.

### Chrysler

The success of Chrysler's venture in 1960 in in-

troducing the *Dart*, a full-size car, to compete in the low-priced group appears to have induced Chrysler to extend this mode of competition to the *Chrysler* line by the introduction of a new series of *Chrysler* cars called the *Newport*. The *Newport* line, which are also full-sized cars, are in competition with the top lines of *Chevrolet*, *Dart*, *Ford*, and *Plymouth*. *Newports* have 265-horsepower engines. The *Windsor* and *New Yorker* models will be continued, but the *Saratoga* has been dropped from the line. This trend away from the medium-price group of cars is also being followed by another manufacturer. (See *Mercury*, page 11.) Prices: *Newport*, \$2964; *Windsor*, \$3218; *New Yorker*, \$4123.

### DeSoto

*DeSoto* is available this year only in 2-door and 4-door hardtop models. The large rear fins have been retained, but the front has been restyled. Compression ratio has been reduced to permit the use of regular gasoline, and the horsepower rating has been reduced from 295 and 305 to 265. Rumors that the *DeSoto* would be discontinued have been vigorously denied, but the prospects for *DeSoto* to regain a satisfactory share of the market seem to us not to be very bright.

### Dodge Dart and Dodge

The *Dart*, which brought Dodge from ninth to sixth position in sales, has minor styling changes. Slanted tail fins sweep around the rear deck. Rated horsepower of the six has been lowered from 145 to 140, but the horsepower of the V-8 remains the

Brief specifications

Make	Type of engine	Rated horsepower		Compression ratio	Wheelbase, in.	Over-all length, in.	Height, in.
		standard	optional				
Buick Special	V-8 aluminum	155	—	8.0	112	188	52.5
Comet	6-in-line	85	101	8.7	111	195	54.5
Corvair	6-cylinder in rear	80	—	8.0	108	180	51.5
Falcon	6-in-line	85	101	8.7	109.5	181	54.5
Lancer	inclined 6	101	145	8.2	106.5	189	53.3
Lark	6-in-line	112	180*	8.5	108.5	175	56.5
Oldsmobile F-85	V-8 aluminum	155	—	8.75	112	188	52.5
Pontiac Tempest	inclined 4-cylinder*	110‡	155*	8.6**	112	189	53.5
Rambler American	6-in-line	90	125	8.0***	100	173	56.2
Rambler Classic	6-in-line	127	200*	8.7	108	190	57.3
Valiant	inclined 6	101	148	8.2§	106.5	184	53

\* Optional engine is a V-8.  
\*\* 8.8 with optional engine.

\*\*\* Optional engine compression ratio, 8.7.  
§ 10.5 with 148-horsepower engine.

‡ With standard transmission; 130 hp. with automatic.

same at 230. There is a possibility that the *Lancer* may cut into the sales of the *Dart* just as the *Falcon* cut into the sales of the bigger *Fords*. Prices: *Dart Seneca*, \$2330; *Dart Pioneer*, \$2459; *Dart Phoenix*, \$2595. For V-8 engines, add \$119.

Dodge is offering only one 122-inch-wheelbase car this year, the *Polara*, which has been given a face lifting. Price: *Dodge Polara*, \$2966.

### Ford

*Fords* for 1961 are about 4 inches shorter and 2 inches narrower than last year's models. The rated horsepower of the six has been reduced from 145 to 135, and that of the V-8 from 185 to 175. Effective brake area has been increased about 11 percent. A new grease lubricating system that is claimed to extend the interval for chassis lubrication to 30,000 miles is used. The rear fins have been retained, but they are somewhat reduced in size. Prices: *Fairlane*, \$2315 (up \$4); *Fairlane 500*, \$2430 (up \$42); *Galaxie*, \$2590 (down \$13). For V-8 engines, add \$116.

### Mercury

Indicative of the marked trend away from the medium-priced cars is Mercury's decision to enter the "low-priced field" with two of their three lines of 1961 cars. The two new cars will be the *Meteor 600* 6-cylinder and the *Meteor 800* V-8. The *Montclair* and *Park Lane* models have been dropped, leaving only the *Mercury Monterey* in the medium-priced field. The *Meteors* will compete in price with middle and top lines of *Chevrolet*, *Ford*, *Plymouth*, and *Dart*. The new cars are 4½

inches shorter and 1½ inches narrower than the 1960 *Mercurys*. The 6-cylinder engine is rated at 135 horsepower, the standard V-8 at 175. Optional V-8's are available with rated horsepower of 220 and 300. The *Mercury's* chassis, like the *Ford's*, is prelubricated at the factory for 30,000 miles. Prices: *Meteor 600*, six, \$2471; *Meteor 800*, six, \$2649; *Monterey V-8*, \$2869.

### Plymouth

The *Plymouth* retains its same basic body shell of unit construction, but the large rear fins have vanished. "Look, Ma. No Fins!", a catch phrase being used in *Plymouth* advertising this year, is rather surprising in view of the strenuous efforts *Plymouth* made in 1956 to prove the value of fins for beauty of design and even to "stabilize" the car in motion. Rated horsepower of the 6's and V-8's remain the same. Prices: *Savoy*, \$2310; *Belvedere*, \$2439; *Fury*, \$2575. For V-8's add \$119.

### Pontiac

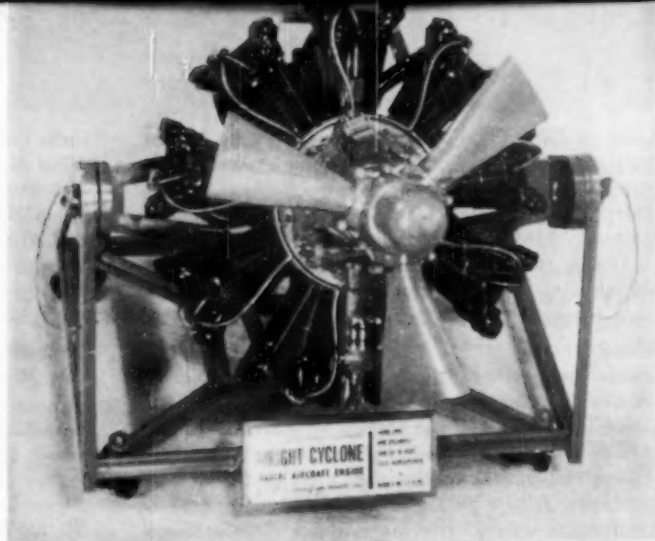
In line with the general trend, the 1961 models have been shortened by 4 inches and the width reduced from 81 inches to 78 inches. Seats have been made higher on most models to provide, in the words of the manufacturer, for "better leg support, more natural, relaxed sitting position." Headroom has been increased, doors open wider, and the "dog's leg" almost eliminated, to provide easier entrance and exit. It would appear that passenger comfort, long neglected in favor of style, is at last being given some consideration. Prices: *Catalina*, \$2702; *Star Chief*, \$3003.

### of the 1961 compacts

Rear axle ratio		Brake area, sq. in.	Gasoline tank capacity, gal.	Curb weight, lb.	Trunk space, cu. ft.	Make
standard	optional					
3.36	3.08†	123.7	16	NA	25.5	Buick Special
3.5	—	114.3	14	2540	28.5	Comet
3.27	3.55	121	14	2465	15.8	Corvair
3.10	3.5	114.3	14	2420	23.7	Falcon
3.55	3.23†	129	13	2725	24.9	Lancer
3.73	3.54	146	18	NA	NA	Lark
3.08	3.23	130	16	2695	25.5	Oldsmobile F-85
3.55	3.08	109	15.5	2910	27.5	Pontiac Tempest
3.31	3.78	140	20	2650	24	Rambler American
3.78	3.31	154	20	NA	NA	Rambler Classic
3.55	3.23†	129	13	2695	24.9	Valiant

† With automatic transmission.  
NA—Information not available.

## Toys for Christmas



THERE are signs that the craze for "western" designs in toys is giving way to interest in mechanized products related to the space and electronic age. More and more scientific and educational toys are being produced for the vast  $1\frac{1}{2}$  billion dollar toy market.

Battery power for the mechanized toys predominates in this field and is a good trend though it does add to family outlays. Consumers' Research advises strongly against the purchase of any toy meant to be powered by 110-120 volt house current for children under 6 years of age; if the toy is for older children, make sure, by all means, that it is one specifically "listed" (approved) by the Underwriters' Laboratories; this approval should be evidenced by the *UL* mark stamped or imprinted directly on the toy itself.

Another point to remember when purchasing toys is the avoidance of all sharp edges and points or parts that might become sharp if broken. Be sure that dolls and stuffed animals have their eyes and other small appurtenances securely fastened, else they could easily be swallowed or tucked into an ear or nostril by the youngster. As to any painted toys that may be bought, make sure that they are labeled as having been coated only with non-toxic lead-free paints, for paints made with lead compounds have in the past caused many cases of poisoning of very young children who like to chew on the toys. (Results can be very serious, and many cases have been fatal.)

The toys selected by Consumers' Research for its Christmas listing this year reflect the current marked interest in educational and scientific toys and games. Some kits have been included because of their value in helping to stimulate dexterity, imagination, and thinking processes in the child. None of the kits was found to demand too much of special skills; perhaps a little help from Dad will

be needed at times to bring out the best in some of the toys for the benefit of the child.

The prices shown are so-called list prices. Most of the toys can be found in toy stores, department stores, and oftentimes in hobby shops, and usually a little shopping around will result in finding somewhat lower prices. If any toy is difficult to locate, a letter to the manufacturer may result in a suggestion as to where the toy might be available in your vicinity.

### A. Recommended

**Tantalizer** (Northern Signal Co., Inc., Saukville, Wis.) \$4.95. This optical puzzle is hard to characterize. The manufacturer calls it a "project," and an interesting project it is. The game or puzzle under whatever name you give it is a lot of fun for all ages. Adults will find it a challenge and just the thing to pep up any lagging spirits at a party. Basically *Tantalizer* is a series of stunts that are to be performed by viewing the game board through a mirror. A solid shield blocks a direct view of the game board. Players will find that their hands just

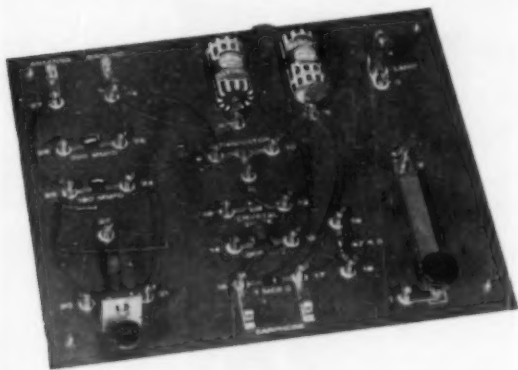




do not seem to go in the direction the eye dictates. Each project can be tried against time, or several persons can make it a contest. One thing for sure, all concerned will find this game a real *Tantalizer*.

**Heathkit Jr. Electronic Experimenter's Lab No. 1, Model R-120** (Heath Co., Benton Harbor, Mich.) \$12.95.

This is a real *Heathkit* just like Dad's hi-fi amplifier or radio and audio test instruments in which Heath has pioneered to provide good items at very moderate prices. *Heathkit Jr.* is a kit which will enable the budding engineer to construct seven different electronic devices including transistor radios and low-power radio transmitters. A very good instruction book written in typical *Heathkit* style makes assembly easy for anyone who can read. There is no soldering necessary; all connections are made by slipping wires into clever spring clips. Incidentally, all wires are cut to length and have the insulation removed from the ends. Power for the various circuits is obtained from two flashlight batteries (not supplied), so there is no danger of electrical shock. The younger "engineer" may require Dad's assistance for the initial phase of mounting the parts on the circuit board, but once this is accomplished he will be able to proceed unassisted. The circuits

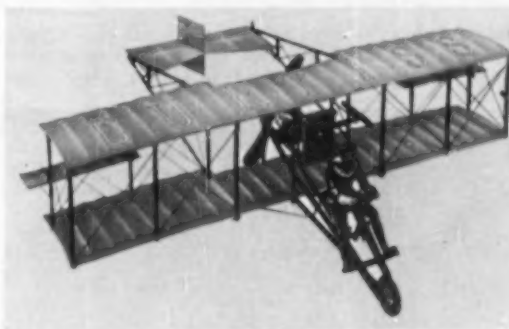


were found to work well, and the simple explanations of how the various circuit components work were found to be exceptionally well written. Other *Heathkit Jr.* kits are available at prices up to \$30. A slightly different group of kits, called the *Heathkit Science Series*, is available by mail from the Heath Co., at somewhat lower prices.

**Wright Cyclone 9 Radial Aircraft Engine Kit** (Monogram Models, Inc., Chicago 32) \$1.98. The *Wright Cyclone* engine is perhaps well known by today's generation of youngsters owing to the huge quantities of them that have been built and used to power the famous B-17 bombers and Douglas transport planes. This kit is an amazingly detailed scale (1 in. = 1 ft.) model of the engine. All parts are pre-colored and numbered for easy assembly. Instructions are well illustrated and will give good assistance, so that a child can construct the model in a few hours. One cylinder is cut away and holds a piston which moves with rotation of the propeller. Power for this action can be added in the form of a tiny battery-operated electric motor. (We purchased one which worked well for 49¢ at a variety chain store.) The finished model mounted on its maintenance dolly made a hand-

some display piece. A booklet furnished with the kit showed the basic operation of a radial aircraft engine and identified all parts. (Assembled engine shown on p. 12.)

**Thimble Drome Curtiss Pusher, Cat. No. 5900** (L. M. Cox Mfg. Co., Inc., Santa Ana, Calif.) \$10. A kit from which something different in the way of model airplanes



is constructed. The Curtiss Pusher constructed from this kit is a very good replica of one of the first airplanes to fly successfully. The Curtiss plane was originally flown in 1911, and the kit faithfully recreates the pusher engine, and the pilot perched way out front on an open seat. The kit, which is all plastic, is very well designed. All parts are numbered, and the excellent illustrated instructions should facilitate easy assembly. CR's kit builder constructed the plane in about 3 hr. and found all needed parts, and they fitted properly. The Cox *Babe Bee* gas engine furnished with the kit was exceptionally easy to start, and ran well. The plane, which has a 24-in. wing span and is flown on two 25-ft. *Orlon* lines, was a good performer. We think that the youngster with an interest in models will enjoy constructing and flying this well-designed model of a classic early airplane.

**Spill and Spell** (Phillips Publishers, Inc., Newton 58, Mass.) \$2. This compact and interesting word game can be played by any number of players. There are 15 cubes which contain the letters of the alphabet, one letter on each cube face. A plastic cup is used to "shake up the



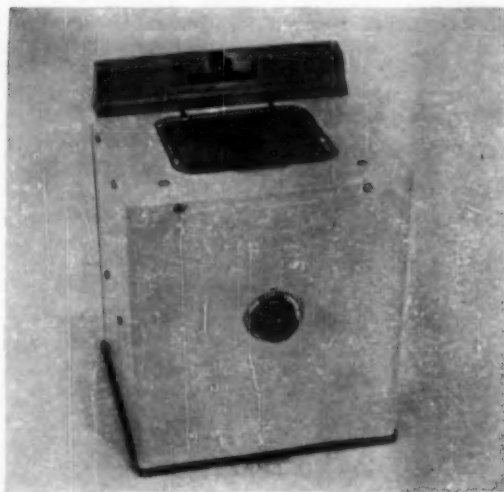
cubes" and toss them out on a table or any flat surface. The object of the game is to build words from the assortment of letters presented by each toss of the cubes. This is similar to other word games; however, the unique scoring of *Spill and Spell* wherein the number of letters used is squared (multiplied by itself) does provide a strong incentive to construct larger words. The game is very compact and portable and well made.

**Safety Cubes** (National Safety Council, 425 N. Michigan Ave., Chicago 11) \$1.30. This word game is an abbreviated form of *Spill and Spell*. It includes 7 cubes, which



have only the letters which spell the word safety. Variations of the basic game are described in the instructions; the basic object of all the games is to create an awareness in the child of safety both around the home and in general.

**Little Miss Structo Washer-Dryer Cat. No. 16** (Structo Mfg. Co., Freeport, Ill.) \$8. This is just the item for the young lady about the house. The toy is a miniature



battery-powered (4 flashlight batteries) washer-dryer styled after the full-size GE automatic washers. A lever permits selection of wash or spin-dry functions. A small agitator actually churns up the water and a flip of the lever stops the agitator and causes the tub to spin. A hose on the back of the machine drains the tub by gravity. A mechanical timer on the front can be set to allow continuous operation or a timed cycle. Loading is through the top opening, which is covered by a transparent door. A limited amount of washing could actually be done, but the "dryer" part of the name actually means spin-dry since no heating elements are present. Little girls will enjoy washing their doll's clothes in this clever and well-made toy.

**Little Miss Structo Automatic Dishwasher Cat. No. 10** (Structo Mfg. Co.) \$7. This toy is not really automatic, since the device performs only one basic operation. The dishwasher to be described is a good companion appliance to the washer-dryer described above. *Miss Structo* is a front-loading machine which has a motor-operated pump (powered by 2 flashlight batteries, 40c extra) which



circulates water and sprays dishes which are on the small removable rack. A set of miniature plastic dishes is supplied with the appliance for the young homemaker to use if she does not have dishes small enough to fit into the machine. A cupboard with sliding plastic doors is mounted on the back of the machine. Washing operations can be viewed through the clear plastic window on the front of the machine. A complete kitchen of appliances, many of which operate by battery power, and a number of kitchen cabinets are offered in the *Little Miss Structo* line. Included are a refrigerator-freezer (\$8); a built-in range (\$6); a built-in oven with operating rotisserie (\$9); and a cabinet sink with running water (\$7). Appliances and cabinets are styled after full-size GE counterparts.



General Electric M-720-VMD



Motorola Y23T2CH



Zenith F2710Y

## The accent is on furniture styling in **THE 1961 TV RECEIVERS**

FOR MANY YEARS, the public's appetite for novelty in set design was appeased to an extent by an increase in the width and height of the receiving tube. This change for a time provided the gimmick needed to outdate the previous years' sets. Various other artifices were also employed, such as cascode tuners, gated AGC, tubes with gold-plated grids, printed circuits, vertical chassis, controls on the side, controls at the top, remote controls, and scores of others, all features developed and pushed to give the product the freshness that market experts figured would make it a fast seller.

Many of these features did offer some improvement in design and operation but certainly not to the extent that magazine, newspaper, and TV advertising and sales promotion would have had you believe. Often, in fact, innovations that seemed inherently desirable would create new problems for owners and servicemen. Thus a newly designed picture tube might suffer from lack of brightness, and when that difficulty was corrected the following year, the still larger tube then used might present difficulties with picture quality. And so it went, year after year.

It is expected that the best selling lines for 1960 and 1961 will be equipped with 19- or 23-inch-diagonal picture tubes, up two inches from the long-popular 17- and 21-inch-diagonal tubes. Of course, the increase in picture area isn't mentioned too often, because the 11 to 12 percent increase in the diagonal measurement results in a mere 6 percent increase in the picture size. The new 19- and 23-inch tubes do provide a little more "picture information" at the corners, however. On most of these new tubes, the protective shield is bonded to the tube face, a feature that enables the housewife to wipe clean the face of the tube before excessive accumulations of dust reduce picture clarity (on older sets which have the shield separately mounted in front of the tube, dust collects on the face of the picture tube and on the inside surface of the shield,

and it is necessary to "pull the chassis," or remove the shield, when that is possible, to clean away the accumulated dust).

### "Fine-furniture" cabinetry

Of interest to many subscribers is the growing trend to cabinets which are real furniture pieces—that have the "fine furniture" look. Several TV set makers, indeed, now have available in their more expensive lines receivers in which the chassis is mounted in a cabinet made by such well-known furniture manufacturers as Drexel (*Motorola*), Heywood-Wakefield (*Sylvania*), and Henredon (*RCA*). These cabinets are styled to harmonize with those other furniture pieces of traditional, Early American, Italian Provincial, and other periods made by the respective furniture factories. In Consumers' Research's opinion, consumers should think well before splurging on expensive cabinetry, especially if the piece includes a radio receiver, or stereo record-playing facilities, or both, in addition to the TV receiver. To put this matter in proper perspective, one has only to look back at comparable combinations, vintage 1948-50, some of which cost well over \$1000 but are now almost without value, because of advances and changes in TV receiver design and in the characteristics of radio and record-playing equipment.

Changes are coming at a fast rate in the electronics field and, on the basis of past history and present rate of development, it seems wholly reasonable to expect that 1965 model receivers will have useful features not present in receivers now available. On the other hand, if you buy a good piece of furniture, you expect, and reasonably so, to have it around for a long time to come; and since you're paying a lot of money for the furniture part of a TV set, you can't afford, as a rule, to have to give away or throw away fine furniture because the electronic equipment it contains is just 3 or 4 years out of date.

Although there are usually many different

models in a manufacturer's line, the differences to be noted are mainly of a superficial nature, for usually only two basic chassis are used by a manufacturer in his various models. Thus the results of Consumers' Research's tests are directly applicable not only to the particular model tested, but also to those other models in which a similar chassis is employed. For the convenience of those readers who may prefer a console or a different table model, those other models of a manufacturer's line which are comparable in operating characteristics to the model tested have been included in each listing along with the list price, where the information was available. As a general rule, the quality of sound from a console receiver will be noticeably better than that from a table-model (or portable) set because the console uses a larger and better-baffled loud-speaker.

The comments in the table regarding leakage current, which is a measure of the possibility of receiving an electrical shock from the receiver, apply only to the leakage present at exposed metal parts when the particular set was new. It is the case, however, that after a long period of use any set may present a hazard because of changes in wiring made during repair or because of some other unforeseen circumstance, for example, deterioration with time, temperature, and use. For this reason, Consumers' Research prefers use of a non-metallic cabinet in any set, but particularly in a portable receiver where the type of use and handling may greatly increase the potential shock hazard.

Several characteristics are measured or judged in Consumers' Research's tests that, for reasons of space, are not directly referred to either in the listings or in the tabulation. They are, however,

Some characteristics of the 1961

	Regular receivers							
	Admiral T24M110	General Electric M-720-VMD	Melocla Y23T2CH	Philco 4800W	Sears 57H1112	Sylvania 23T17M	Westinghouse HT-3711	Zenith F 2710Y
Tube size, inches, diagonal	23	23	23	23	23	23	23	23
Weight, pounds	—	—	—	—	—	—	—	—
Material of cabinet	Metal	Metal	Metal	Wood	Wood	Metal	Hard-board	Metal
Location of controls	Front	Front	Front	Top	Front	Top	Front	Front
Speaker size, inches	5	6	5	6	3 x 5	5	4	5½
Transformer powered?	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Printed wiring?	Yes	Yes	No	Yes	Yes	Yes	Yes	No
Workmanship	Sat.	Good	Sat.	Good	Sat.	Good	Good	Sat.
Sensitivity	Avg.	Good	Good	Avg.	Avg.	Avg.	Good	Good
Picture brightness	Fair	Sat.	Sat.	Sat.	Fair	Sat.	Sat.	Sat.
Interference rejection	Fair	Sat.	Sat.	Fair	Sat.	Sat.	Sat.	Sat.
Operation at low voltages	Sat.	Good	Sat.	Fair	Sat.	Fair	Sat.	Fair
Leakage current (see text)	Low	Neg.	Low	Low	Low	Low	Low	Low
Noise level, indicated by snow in weak picture	High	Avg.	Avg.	High	Avg.	High	Avg.	Avg.
Sound output, volume	Mod.	Mod.	High	Mod.	Mod.	Mod.	Mod.	High
Speaker faces toward	Front	Front	Front	Front	Front	Side	Front	Side
Illuminated channel selector	Yes	No	Yes	Yes	No	Yes	Yes	Yes

Sat.—Satisfactory; Mod.—Moderate; Neg.—Negligible; Avg.—Average.



considered when ratings are assigned. Among these are the reliability of parts used, the amount of electrical interference created by the receiver, the ability of the set to reject external sources of interference, workmanship, serviceability, sensitivity on both the low- and high-band channels, video band width, internal electrical noise, stability of the circuits, and the power output and acoustical range of the audio section.

The receivers are listed in alphabetical order within the A- and B-rated groups.

## Regular 23-inch receivers

### A. Recommended

**General Electric, Model M-720-VMD** (General Electric Co., Syracuse) \$230. The over-all electrical performance of this receiver was better than average. It may be expected to provide good reception in fringe areas.



Zenith F 2111 L

### model television receivers tested

Portable receivers				
General Electric M 610VGR	Magnavox 1MV139D	RCA 191-B-244	Sears 1122	Zenith F2111L
19	19	19	19	19
49½	52½	56	46	52½
Plastic	Wood	Metal	Metal	Metal
Front	Front	Front	Front	Front
4	4	5	3 x 5	4½
Yes	Yes	Yes	No	Yes
Yes	No	Yes	Yes	No
Sat.	Sat.	Sat.	Sat.	Sat.
Avg.	Avg.	Fair	Avg.	Avg.
Sat.	Sat.	Fair	Sat.	Sat.
Sat.	Sat.	Fair	Fair	Fair
Good	Sat.	Fair	Good	Fair
Neg.	Low	Low	Low	Low
Avg.	Avg.	High	Avg.	Avg.
Low	Mod.	Low	Low	Mod.
Front	Front	Front	Front	Front
No	No	Yes	No	No

Picture quality was above average; sound quality, average. A very useful feature of this receiver was the use of a "width switch" at the rear, which compensates for line voltage changes. When voltage falls below normal, a somewhat shrunken picture results; the picture again fills the screen if the switch is flipped to its maximum position.

**Other models:** All models in the 1961 GE line except the 3 models in the Custom "Ultra-vision" series employ the same (M-6) chassis that was used in the model tested. Remote-control models are also available.

**Motorola, Model Y23T2CH** (Motorola Inc., 4545 W. Augusta Blvd., Chicago 51) \$260. The over-all electrical performance of this receiver was better than average. It may be expected to provide good reception in fringe areas. The picture quality was very satisfactory, due at least in part to a wider-than-average video bandwidth. "Customatic" fine tuning, introduced last year, has performed satisfactorily. "Tube sentry" circuit protects tubes from overloads. Both picture and sound quality were above average.

**Console models:** 23C4, 5, 6, 7; 23K28, 29, 30, 31, 32, 33, 34, 47; \$290-\$410.

**Westinghouse, Model HT-3711** (TV-Radio Div., Westinghouse Electric Corp., Metuchen, N. J.) \$260. The over-all electrical performance of this receiver was above average. It may be expected to provide good reception in fringe areas. Although Westinghouse is continuing use on some models of the new type of channel indicator that was introduced last year, an illuminated panel to indicate the channel being seen was used on the model tested. Picture quality judged better than average; sound quality, average.

**Console models:** HK-4010, 11, 12, 13, \$280-\$290; HK-4050, 51, 52, 53, with remote control, \$340-\$370; HK-4110, 11, 12, 13, \$310-\$330; HK-4150, 51, 52, 53, with remote control, \$390-\$400; HK-4210, 11, 12, 13, \$330-\$350.

**Zenith, Model F2710Y** (Zenith Radio Corp., 6001 Dickens Ave., Chicago 39) \$230. The over-all electrical performance of this receiver was well above average. It may be expected to provide good reception in fringe areas. Both picture and sound quality were above average. Certain desirable extras were a part of the design, such as a good fringe-lock circuit, and separate AGC and anti-buzz controls. In addition, "tube socket guides" were employed to permit easier replacement of tubes. This



Sears Cat. No. 57—1112

Zenith chassis would be rated *B. Intermediate* if purchased for use in an area where wide fluctuations in line voltage prevail.

Table models: F2712, \$240-\$250.

Console models: F2735, \$280-\$290; F2738, no established price; F2740, \$300-\$320; F2752, no established price; F2755, \$320-\$330; F2756, no established price; F2786, \$600; plus several models with "Space Command" remote control.

#### B. Intermediate

**Admiral, Model T 24M110** (Admiral Corp., 201 N. Water St., Chicago 11) \$290. The chassis used was substantially the same as the one tested last year, with slight modifications to accommodate the new larger picture tube. Although it was above average in over-all electrical performance, it was not well suited for use in fringe areas. On weak signals, the picture was disturbed to a greater degree than other sets tested by external (r.f.) interference, and "snow" (internal electrical noise) was above average. Picture quality, somewhat better than average. Sound quality, average.

Table models: T 24M110, 111, 112, 113, \$220-\$240; TS 24M120, 122, 123, with remote control, \$300-\$320.

Console models: C24M121, 122, 123, 131, 132, 133, 142, 149, 171, 172, 189, \$250-\$330; CS24M131, 132, 133, 142, 149, with remote control, \$340-\$390.

Lowboy consoles: L24M151, 152, 153, 161, 169, \$290-\$340; LS24M152, 159, 161, 169, with remote control, \$400-\$430.

Console combinations: STG24121, 122, 123, 131, 132, 133, 151, 152, 153, 162, 169, \$400-\$580.

**Philco, Model 4800W** (Philco Corp., Tioga and C Sts., Philadelphia 40) \$200. The over-all electrical performance of this receiver was only average, although both picture and sound quality were slightly above average. All components, including the power transformer, are mounted on top of the new "air-cooled" flat-plate chassis, a design that appears to have some merit. Judged good value at its price. A 23-in. picture tube was used, but mask size was equivalent only to that common to 21-in. picture tubes.

**Sears** (Sears-Roebuck's Cat. No. 57—1112) \$180, plus shipping charges. The over-all electrical performance of this receiver was average. Picture quality and sound quality were also judged average. A so-called "Power

Monitor" (actually a circuit breaker) was used as protection in the event of an overload or short circuit.

**Sylvania, Model 23 T17M** (Radio & TV Div., Sylvania Electric Products, Inc., Batavia, N. Y.) \$250. Judged about average in over-all electrical performance. Picture quality judged slightly above average; sound quality, slightly below average. The chassis used appeared to be similar to the one used by Sylvania for the past few years. Servicemen have indicated that it is very reliable and seldom subject to a major type of failure.

Table models: 23T15, 23T16, \$210-\$230.

Console models: 23C30, 31, 32, 33, 34, 35, 36, 37, 38, 39, \$270-\$560.

#### Portable 19-inch receivers

See table (page 17) for weights of sets.

##### A. Recommended

**General Electric, Model M 610 VGR** (General Electric Co.) \$240. The over-all electrical performance of this receiver was generally above average. Picture quality was judged above average; sound quality, average. The set has a plastic cabinet and transformer power supply, features that are desirable in a portable receiver. The width-control switch at the rear to compensate for changes in line voltage is a desirable feature.

Other models: All 17-in. and 19-in. portable models in the 1961 GE line employ the same (M-6) chassis that was used in the model tested.

**Magnavox, Model 1MV139D** (Magnavox Co., Fort Wayne, Ind.) \$200. The over-all electrical performance of this receiver was somewhat above average. Both picture and sound quality were judged average. Set used a wood cabinet and transformer power supply; both are features desirable in a portable receiver.

##### B. Intermediate

**RCA, Model 191-B-244** (RCA Victor TV Div., Radio Corp. of America, Camden, N. J.) \$207. The over-all electrical performance of this receiver was about average. Picture quality was judged somewhat above average; sound quality, average. Used a transformer power supply, a desirable feature. In Consumers' Research's judgment, a non-conducting material, such as wood, plastic, or fiber glass, should be used for the cabinet of a portable, for reasons of safety, instead of sheet-metal. The latter material was employed in this set.

Other models: 191B242, 255, 256, 257, \$200-\$230; 191-BR-254, with remote control, \$280.

**Sears** (Sears-Roebuck's Cat. No. 57—1122) \$155, plus shipping. The over-all electrical performance of this receiver was about average. Both picture quality and sound quality were average. A circuit breaker was used as protection in the event of an overload or short circuit. The use of a metal cabinet introduces a needless potential shock hazard in a receiver designed for possible use as a portable.

**Zenith, Model F 2111 L** (Zenith Radio Corp.) \$210. The electrical performance of this receiver was above average. Picture quality was judged above average; sound quality, average. Set had a transformer type of power supply, a desirable type. The use of a metal cabinet, however, introduces a needless potential shock hazard in a receiver designed for possible use as a portable.

Other models: F2105, F2110, F2112, \$190-\$220.

## BLouses FOR WOMEN

IF YOU ARE a woman, you can scarcely go wrong if you buy a friend or a favorite niece or relative a blouse for Christmas. Blouses are in the class of fashion merchandise which does not go out of style. A blouse of satisfactory style that fits and is made of an appropriate fabric is likely to be worn until it wears out. Just how many blouses are sold in a year can be estimated from the production of one company alone, Judy Bond, which is reported to turn out some 6 million blouses a year.

It would be wisest, of course, to make a selection on the theory that few girls or women have the time to fuss with frills. In case of doubt, buy a blouse with simplified trim, ruffles, if any, that are permanently pleated, and fabric of a type that does not require ironing or will need only a minimum of pressing.

You probably won't go wrong if you buy a cotton blouse. Cottons are generally durable, and if they are treated with a special finish to make them a "minimum care" fabric, so much the better. Be sure to select a fabric with a clean, smooth appearance, for one that is rough-looking when new is not likely to improve with wear and laundering. Buy a blouse with seams, collar, or pockets that are not puckered when new. Laundering will not improve seams that are puckered.

Fibers that resist wrinkling well are *Acrilan* and *Orlon* acrylics, nylon, and *Dacron* and *Kodel* polyesters. In blended fabrics, the American Home Laundry Manufacturers Association recommends that you look for these fiber percentages: 65 percent or more polyester with cotton, 55 percent or more polyester with rayon, 50 percent or more polyester with acrylic, 80 percent or more acrylic with cotton, or 55 percent or more acrylic with wool. Fabrics of these combinations are likely to give good "wash and wear" results, especially if an automatic washer and dryer are used.

One word of caution: A girl who is likely to wear a blouse with Bermuda shorts or wants to



Choose a blouse to fit your figure. When you have it on and adjusted so that it is comfortable, consider the following points:

1. Does collar set smoothly?
2. Is there enough fullness at the bust with no diagonal pull-wrinkles below the bust?
3. Is the armhole smooth with the seam in upper armhole parallel to center front and center back?
4. Do sleeves hang straight without drawing when the arm is raised or stretched?
5. Is the blouse smooth across shoulders?
6. Do side seams hang straight without slanting to front or back?

wear a blouse as an overblouse on the outside of the skirt may not care for a fabric made of 65 percent polyester and 35 percent cotton. Such fabrics tend to be thin and are easily seen through.

In the study reported here, Consumers' Research included women's blouses made of 100 percent cotton, 100 percent *Celanese Arnel* triacetate, 100 percent rayon, and 100 percent silk fabrics, as well as fabrics blended of *Dacron* polyester and cotton, and a blend of rayon, *Dacron* polyester, and cotton. Prices ranged from 50 cents to \$8.95. Both the lowest-priced blouse and the highest-priced blouse studied were made of 100 percent cotton.

### Good construction helps make a good blouse

It is, of course, not possible for a buyer of a gift to check a blouse for fit, and fit is a real problem as will be seen from the illustration on page 21.



Horizontal buttonholes are better than vertical buttonholes on blouses for the woman or girl with a full figure.

There are, however, many details of construction that can be checked to judge whether they are satisfactory.

**Collar.** Look first at the collar, since this is what most people see first. A collar should be smooth with the facing smooth and even. Collar stitching should be medium to fine, and even. The seams intended to be on the edge of a collar should, preferably, be on the edge.

**Seams.** Seams should be adequate in width and suitably finished with no raw edges of fabric showing. They should be smooth, even, and not puckered when the blouse is new. (And take a tip from the manufacturers of men's shirts. To minimize the possibility of unsightly puckered seams, look for garments that have a minimum amount of visible stitching.)

**Buttonholes.** Buttonholes should be on grain. Buttonhole stitching should be close together and securely fastened to give good service. Loose threads, uncut, are an indication of poor quality. Horizontal buttonholes are preferable to vertical buttonholes because they don't gape so readily. Vertical buttonholes are likely to be quite inconvenient for a woman or girl with a full figure.

**Buttons.** Buttons should be smooth, well fastened, and of uniform thickness.

Most of the 20 blouses tested were well con-

structed generally. Laundering brought out some defects. Facings shrank, and fabrics raveled; indeed on some blouses made of blends of *Dacron* polyester and cotton fibers, the fabric raveling was serious. (See illustration.) Faulty workmanship showed up in wear and laundering as seams pulled out and frayed. Buttonhole stitches not carefully finished pulled out during wear, and laundering exposed raw edges of fabric.

### Buying a blouse for yourself?

If you are buying a blouse for yourself, be sure to check the fit by trying it on. Don't rely on the size marking. All clothing looks better if it is sized according to your own particular figure type. A figure with a well developed bust will require a rounded blouse contour and most likely a woman's size (34, 36, 38) rather than a misses' size (12, 14, 16). The differences in women's figures even of one size can be seen by the illustration. All the figures shown are of attractive women who customarily wear a size 34. Although sizes are not standardized, misses' sizes are usually less full through the bust, waist, and hips than women's sizes. Women who customarily wear a half size or a junior size or are taller than average have special problems in obtaining the sizes they need.

Don't overlook the effect of posture on fit. Poor posture may cause wrinkles at the shoulders, collars that stand away from the front, and bulging at the armhole regardless of how well a blouse is made. If you know that your figure is inclined to be full, look for an underarm dart, a shoulder dart, or a waistline dart to help provide good fit.

### Tests by Consumers' Research

Consumers' Research examined the 20 blouses included in this study for details of construction and workmanship. Women in CR's offices and laboratories wore the blouses 20 times. The blouses were laundered each time they were worn, in accordance with directions provided by the manufacturers, except for those labeled "Hand Wash." These were hand washed for a time, then machine washed at a "warm" setting on the grounds that no busy working girl or housewife will take the time and trouble to hand wash a blouse all the time. Where no directions were given, blouses were laundered in an automatic washer at a hot setting and were either dried on the line or in an electric dryer.

Tests included a regular examination after each laundering to see how the blouse held up in wear including observation for any pilling or signs of other fabric wear due to abrasion. Blouses were also examined during wearing to see whether or not the fabrics appeared to wrinkle too readily. In addition, the blouses were measured in the lab-



Some fabrics frayed badly during the wear and wash tests. Note the frayed bottom of this one.



oratory before wearing and washing, after 5, and after 20 wearings and launderings (or when a blouse was retired from the use test) to check on their dimensional stability—how well they held to their original dimensions with a minimum of shrinking or stretching during the use test. Changes in color were also observed.

Because of the different kinds of fabrics used in the blouses studied, and the differences in styles (short sleeve and long sleeve, for example), it was not possible to place the garments into definite price groups. Blouses, therefore, are listed in order of increasing price within the A-, B-, and C-rated groups.

#### A. Recommended

The following blouses were judged to have good workmanship and construction, and a good appearance after 20 wearings and washings, except as noted. All were considered "easy care" by the laboratory staff which washed and pressed or ironed them, except as noted.

**Mary Lewis** (Sears-Roebuck's Cat. No. 7-3955) \$2.87, plus postage. 100% cotton, wrinkle-resistant preshrunk fabric. Green with roll sleeves, convertible collar, 5-button front. For best appearance, required dampening and ironing.

**Macshore Classics** (Macshore Classics, Inc., 1410 Broadway, New York City) \$2.98. "Springshrunk" cotton, finished to require little or no ironing. Gray, with short cuffed sleeves, set-back collar, 5-button front. Bottom edge was badly frayed at eighth laundering.

**Kerrybrooke** (Sears-Roebuck's Cat. No. 7-4035) \$3.86, plus postage. 65% Dacron polyester, 35% cotton broadcloth. White, with roll sleeves. Bermuda collar, 5-button front.

**New Era by Peter Pan** (New Era Shirt Co., 1407 Broadway, N. Y. C.) \$3.98. 100% cotton, wash-and-wear fabric. White, with roll sleeves. Peter Pan collar, trimmed with green, embroidered 5-button front. Fairly easy care; collar and embroidered decoration puckered.

**Judy Bond** (Judy Bond, Inc., 1375 Broadway, N. Y. C.) \$4. 65% Dacron polyester, 35% cotton. Wrinkle-resistant drip-dry fabric. Green, with roll sleeves, convertible collar, 4-button front. Workmanship and construction judged fairly good (one seam improperly stitched).

**Bobbie Brooks** (Bobbie Brooks, Inc., Cleveland 14) \$4.98. 100% cotton, finished to be wrinkle resistant. White, with long sleeves, one-button cuffs. Convertible collar, embroidered 5-button front. Fairly easy care (embroidered decoration puckered).

**Kerrybrooke** (Sears-Roebuck's Cat. No. V7-3196) \$6.97, plus postage. Pure silk. Yellow, with long sleeves, French cuffs, button links, convertible collar, 5-button front. Workmanship and construction judged fairly good (one seam improperly stitched; seams at armholes pulled out at various times during test). Labeled hand washable, but was machine washed after eighth wearing and washing.



All size 34. These figure silhouettes were made from photographs of attractive women, all of whom said they wore a size 34 blouse. Note figure differences which would affect the fit of garments and the suitable length of a blouse.

**Adelaar** (Adelaar Bros., Inc., 525 Seventh Ave., N. Y. C.) \$7.95. 65% Dacron polyester, 35% cotton. Green, with long sleeves, French cuffs, with gold-colored cuff links, convertible collar, 5-button front.

**Lady Hathaway** (C. F. Hathaway Co., Waterville, Maine) \$8.95. 100% cotton. White, long sleeves with one-button cuffs, 3-button front, one pocket, convertible collar. (One seam opened slightly after tenth laundering.) For best appearance, required dampening and ironing.

#### B. Intermediate

**Ship 'n Shore** (Ship 'n Shore, Inc., 1350 Broadway, New York 18) \$2.98. 100% cotton, preshrunk drip-dry wash-and-wear fabric. White with short, cuffed sleeves and open collar, 3-button front. Workmanship and construction, judged fair (seams unevenly joined, buttons not fastened neatly and evenly spaced, front facing too small). Appearance after 20 washings and wearings, fairly good. Easy care.

**Hollyvogue** (Livingston & Lieberman, -132 W. 36 St., New York 18) \$4.49. 65% Dacron polyester, 35% cotton fabric. White, with roll sleeves, convertible collar, 4-button front. Workmanship and construction judged good. Appearance after 20 wearings and washings, fair. Some shrinkage in length. Easy care.

(Concluded on page 24)

## Women's electric shavers

*Tests show shavers differ markedly in performance*

*for comfort, cutting close to the skin, convenience, and speed*

AMONG the women who use electric shavers for removing hair from their legs and under the arms, probably about half are entirely satisfied with the results as to speed, comfort, convenience, and closeness of cutting. The other users, while perhaps not fully satisfied, find that an electric shaver causes less irritation of the skin and is more convenient to use than a safety razor.

Most important to women is comfort, followed by closeness of shave, convenience, and finally speed. Many women feel that an electric shaver should remove the hair easily, without discomfort, and they would like it to be convenient to use and fast in action, also.

Unfortunately, the women who served on the test panel during CR's shaver test found that none of the electric shavers was satisfactory in all respects. However, after members of the panel had used each shaver several times, they expressed definite preferences for certain makes in the group tested. Their judgments are consistent with the fact that many women do not become enthusiastic admirers of shavers during the first few tries, but instead become converted to the method after trying it several times.

### Comfort in shaving

The shaver judged most comfortable to use on legs and under the arms was the *Norelco Coquette*.

*Lady Ronson* was found equally comfortable on the legs but was judged less favorable than the *Norelco* for under-arm shaving. Each of the other shavers was reported by one or more of the participants to pull the hair, scratch, or "bite" or to cause irritation.

### Closeness of shave

The *Lady Ronson* was found to be by far the most effective for removing hair from the legs, and it was judged slightly more effective than the *Remington Princess* in removing hair from under the arms. The *Lady Ronson* was the only shaver judged to shave about as closely as a razor blade, yet without the discomforts and nicks that go with razor blade shaving.

### Convenience in use and cleaning

Convenience in use will, in most instances, be a matter of personal judgment. However, the *Lady Ronson* was judged most convenient to handle in shaving the legs and under the arms. The *Lady Sunbeam* was a close second in this respect. While all shavers were quite easy to clean, the *Lady Ronson* and the *Norelco Coquette* were considered easiest to clean of the group tested. The *Craftsman First Lady* had no pocket to collect the hair clippings; it required no cleaning except slight brushing along the external parts, but the absence of the collecting pocket means that hair clippings will be distributed outside of the shaver and on the person of the user. The *Lady Sunbeam* was open to the same objection, but to a lesser degree. Only one shaver, the *Lady*



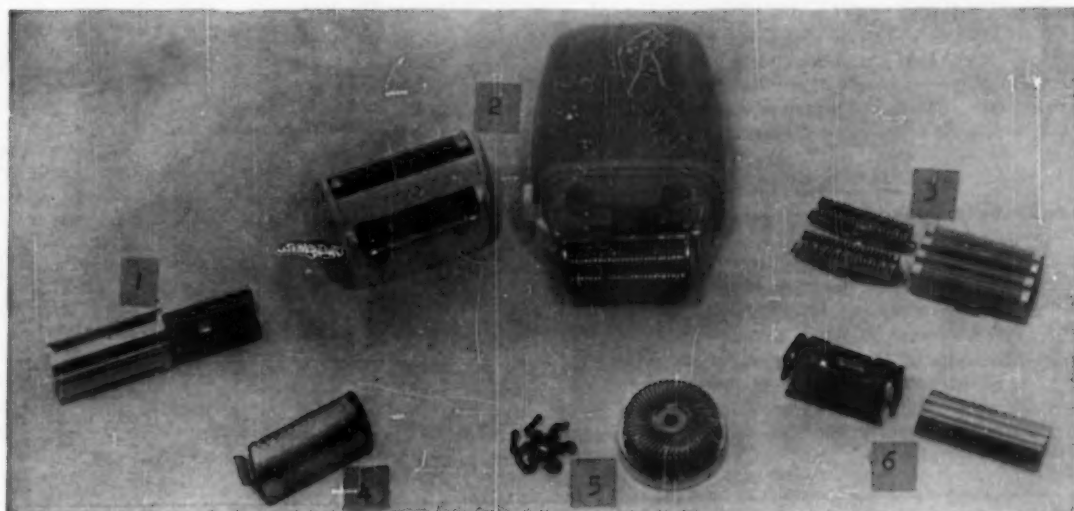
Lady Ronson  
Superbe



Remington Princess



Lady Sunbeam Shavemaster



A variety of heads and cutters used on women's electric shavers are shown disassembled for cleaning.

1. Lady Sunbeam Shavemaster	3. Remington Princess	5. Norelco Coquette
2. Lady Ronson Superbe	4. Craftsman First Lady	6. Lady Schick

*Schick*, had an on-off switch. Such a switch, while not necessary, adds to convenience in using the shaver.

### Speed

The two fastest shavers for removing hair on legs and under the arms were the *Remington Princess* and *Lady Ronson*. The *Lady Sunbeam*, while a close second for shaving legs, was somewhat slow under the arms.

### Prices

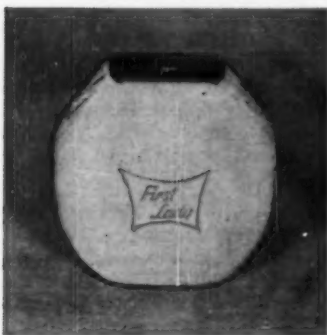
Prices given for the shavers in the listings are the manufacturers' recommended list prices, but consumers are advised that most shavers (Sears *Craftsman* excluded) can be bought at prices well below so-called list prices at many department

and jewelry stores, and from various mail-order dealers.

### A. Recommended

**Lady Ronson Superbe** (Ronson Corp., One Ronson Rd., Woodbridge, N. J.; made in West Germany) \$16.50. For a.c. only. Weight, 9 oz. Does not cause interference with radio or television reception. Gave best shaving performance, overall, of shavers tested. This shaver was relatively noisy, and there was noticeable vibration. Power cord, 84 in.

Craftsman First Lady



Lady Schick



Norelco Coquette



**Remington Princess** (Sperry Rand Corp., Remington Rand, 60 Main St., Bridgeport 2, Conn.) \$17.50. For a.c. only. Weight, 8½ oz. Does not cause interference with radio or television reception. Gave good performance, overall. Quiet, but some vibration was noted. Power cord, 83 in.

#### B. Intermediate

**Lady Sunbeam Shavemaster** (Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50) \$12.95. For a.c. only. Weight, 6½ oz. Does not cause interference with radio or television reception. Gave average performance. This shaver was quiet, but there was some vibration. Power cord, 83 in.

**Norelco Coquette** (North American Philips Co., Inc., 100 E. 42 St., New York 17; made in Holland) \$17.50. For a.c. or d.c. Weight, 6 oz. Caused interference with radio and television reception. Gave most comfortable shave of all in the group tested, but was very slow in

action and it was judged rather awkward in use, particularly under the arms. Quiet. Power cord, 73 in. (short).

#### C. Not Recommended

**Craftsman First Lady** (Sears-Roebuck's Cat. No. 9-9247; made in Switzerland) \$9.50, plus shipping. For a.c. only. Weight, 8 oz. Does not cause interference with radio or television reception. This shaver showed a tendency to scratch the skin, and over-all performance was judged relatively poor. Quiet. Power cord, 67 in. (short).

**Lady Schick** (Schick Inc., Lancaster, Pa.) \$14.95. For a.c. only. Weight, 8 oz. Does not cause interference with radio or television reception. Performance on legs, relatively poor. Shape of shaver body made it somewhat uncomfortable to handle. Quiet. Power cord, 82 in.

## Blouses for women

(The beginning of this article is on page 19)

**Majestic** (Majestic Specialties, Inc., 1410 Broadway, N. Y. C.) \$4.95. 65% Dacron polyester, 35% cotton, broadcloth. Tan, with roll sleeves, Bermuda collar, 5-button front. Workmanship and construction judged fair (buttonholes not fastened neatly and evenly spaced; shoulder seam was not properly finished). Appearance after 20 wearings and washings, fairly good; after fifth washing, the blouse was badly frayed inside at the front. Easy care.

**Lady Manhattan** (The Manhattan Shirt Co., 1271 Avenue of the Americas, New York 22) \$4.98. 100% cotton, drip dry. Gray and blue print with roll sleeves, convertible collar, 4-button front, one pocket. Workmanship and construction judged fair (buttons not neatly fastened and evenly spaced). Some shrinkage in body and cuffs. Easy care.

**The Villager** (The Villager Inc., 1407 Broadway, N. Y. C.) \$4.98. 100% cotton Oxford cloth. Green, with long sleeves, one-button cuffs, button-down collar, 5-button front, pocket. Workmanship and construction judged good. Pilling of fabric noticeable after fifth wearing and washing.

**Alice Stuart** (Alice Stuart, 525 Seventh Ave., N. Y. C.) \$5.98. 100% Celanese Arnel triacetate satin. Tan, with long sleeves, one-button cuffs, Peter Pan collar, 5-button front. Workmanship and construction judged good. Fabric showed over-all abrasion marks at conclusion of wear test. Labeled hand wash, but was machine washed after eighth wearing and washing.

**Sacony** (S. Augstein & Co., Inc., 1407 Broadway, N. Y. C.) \$6.50. Rayon. Beige with short baby doll sleeves, with two buttons. Convertible collar, 4-button front. Workmanship and construction judged fair. Seams at collar pulled out after 14 wearings, fabric frayed at armhole after 16 wearings when the blouse was retired

from the wear test. Some shrinkage in length and collar. Labeled hand wash, but was machine washed after twelfth wearing and washing.

**Haymaker** (Haymaker Sports, Inc., 498 Seventh Ave., N. Y. C.) \$6.98. 52% rayon, 31% Dacron polyester, 17% cotton. Light beige overblouse, roll sleeves, one-button front. Workmanship and construction judged fair (some seams unevenly joined and stitched). Seams at collar and side pulled out at various times beginning at the fifth wearing and washing during wear test. Appearance after 20 wearings and washings judged good. Easy care.

**Midge Grant** (Midge Grant, Inc., 1384 Broadway, N. Y. C.) \$8.95. 100% cotton print. Yellow print overblouse with wing collar, short sleeves. Collar shrank and would not lie flat.

#### C. Not Recommended

**No name** (Made in Hong Kong; sold by a G. C. Murphy variety chain store) 50c. 100% cotton, preshrunk. Pink sleeveless blouse with pockets, 5-button front. Workmanship and construction, fair (buttonholes poor, stitching uneven). Retired from wear test after 11 wearings because of poor over-all appearance (puckered seams, rough fabric). For presentable appearance, required dampening and ironing.

**Catalina, Cosmopolitan** (Catalina, Los Angeles) \$5.98. Marked 65% Dacron, 35% cotton, in handwriting on the label. Blue sleeveless blouse with wide flat collar, 4-button front, one pocket. Signs of wear were evident on the right armhole after fifth wearing and washing. Workmanship and construction judged fair. Retired from wear test after nine wearings because of wear at armholes, poor appearance, shrinkage of fabric. Fairly easy care.



## Reviews of several books of importance to many consumers

IN ITS WORK, Consumers' Research acquires a day-by-day working knowledge of many reference books, both technical and general in nature. This article discusses two exceptionally good, well organized technical dictionaries, and three outstanding desk-size dictionaries of the English language.

The articles in medical journals are often difficult to read because of the extremely complex and unfamiliar vocabulary, for medical men, biochemists, biologists, physiologists, and others in these and related fields make use of thousands of terms that will not be found even in the best of the standard English dictionaries. Everyone who has contact in his work or study with physicians and with hospitals would find a good medical dictionary useful in the home library.

*Blakiston's New Gould Medical Dictionary* is the best of a number of medical dictionaries with which we have become acquainted. Its vocabulary is large and up-to-date, and the definitions are fuller than in most other reference books of this sort. The dictionary lists the names of all or most of the known diseases and their variants, and a host of other terms of importance in medicine and surgery. It gives, too, brief comments on leading workers in medicine and related sciences: Stephen Babcock, for example, the inventor of the test for percentage of butterfat in milk; Rudolf Virchow, the productive and pioneering German pathologist; Hodgkin and Hodgson, who described the diseases later named after them.

The book has an appendix of over one hundred pages dealing with anatomical matters, arteries, bones, joints, muscles, nerves, a table of chemical elements, one of enzymes, the names of radioactive and other isotopes used in medicine, medical signs and symbols, common microorganisms that cause disease in man, tables of proteins, vitamins, weights and measures. There are many colored plates.

**Blakiston's New Gould Medical Dictionary.** Second Edition. Edited by Normand L. Hoerr, M.D., and Arthur Osol, Ph.D. Prepared by a group of authorities under an editorial board representing medicine, dentistry, chemistry, and pharmacy. Cloth. \$12.50. 1463 pages, 252 illustrations. 7" x 10", 3" thick. McGraw-Hill Book Co., Inc., 330 W. 42 St., New York 36.

\* \* \*

*The Condensed Chemical Dictionary.* There are a number of chemical dictionaries, most of which do not "fill the bill," for the general student and

### Editions and dates

Reference works usually have dates of printing (often shown on title page) and copyright dates (on back of title page).

None of these dates has much meaning in establishing whether the contents are up-to-date. A new copyright costs only a few dollars and is obtainable if there are significant changes or additions, but the presence of a few pages of new or different material is no guarantee that a whole work has been gone over to make it current, or even that changes made are of any particular importance to the purchaser. A recent printing date, of course, should not be taken to imply that the printed material is different in essentials from an earlier printing. Sometimes an edition is called "second," "new," or the like; such a designation is no guarantee of real newness.

Consumers' Research suggests that anyone to whom up-to-datedness is of special concern should seek the help of a qualified reference librarian in interpreting edition names and numbers, copyright dates, and the like, before a decision is made to purchase any reference work. (The system of dating in common use for copyrights and printings is well adapted to fooling the incautious buyer.) Keep in mind that languages change so slowly that nearly perfect up-to-datedness is of much less importance in a dictionary of a language than in a technical reference work.

reader, for they lack comprehensiveness, and their vocabularies are not large enough to cover even a substantial fraction of today's chemical terms. Outstanding among dictionaries in this special field of science and technology is one called *The Condensed Chemical Dictionary*, published by the Reinhold Publishing Corp. This book has a full vocabulary and good explanations; its compilers have done an outstandingly competent job with exemplary skill and thoroughness. A typical entry includes the standard name for a substance, various synonyms and abbreviations for it, its chemical formula, properties, derivation, grades, common uses, and reference to regulations governing shipments, if any.

In addition to regular names for chemical substances, there are included a great many trade or brand names, each accompanied by a reference

number; this number relates to a key list of manufacturers' names and addresses. Thus one can learn that "Calgon" is a trade-marked name for sodium hexametaphosphate and that it is made by Calgon, Inc., of Pittsburgh. "Aramite," a substance which has gotten into the news lately because of its extreme toxicity and the fact that it is capable of causing cancer in test animals, is defined chemically and characterized as an acaricide (for killing mites and ticks) for use on a wide variety of crops, and in poultry houses. Useful explanations are given of such important new terms as xerography, carbon 14, and pyridoxine.

Unlike most chemical dictionaries, *The Condensed Chemical Dictionary* often gives a clue to toxicity. Thus the reader is warned that ozone is dangerous to breathe even in low concentrations for a protracted period; that nitrobenzene (formerly much used in shoe polishes) is hazardous both in the liquid and vapor state, and that it is rapidly absorbed into the skin.

**The Condensed Chemical Dictionary.** Fifth Edition. Edited by Arthur and Elizabeth Rose. Cloth. \$12.50. 1200 pages. 6½" x 9", 2½" thick. Reinhold Publishing Corp., 430 Park Ave., New York 22.

\* \* \*

A new abridged dictionary, almost comparable for the purposes of most users to the bulky *Funk and Wagnalls* and *Webster's New International* unabridged dictionaries, is *Webster's New World Dictionary, College Edition*. We believe this to be probably the best of the dictionaries of the so-called collegiate type. It has good definitions, and a good selection of synonyms. In addition to the usual vocabulary, which runs to nearly 1700 pages, the new dictionary has an excellent guide to the use of the dictionary which every young person should become acquainted with. There is a section of 20 pages on the English language which gives a useful review of such subjects as gender, person, mood, voice, and the development of the language, and of English dictionaries.

Place names and biographical entries are included in the main vocabulary, as in the *Funk and Wagnalls* dictionaries. Supplements give much additional useful information.

Good runners-up to the *New World* as desk dictionaries are *The American College Dictionary* and *Webster's New Collegiate Dictionary*. Each of these has supplementary material such as guides to pronunciation, spelling, and usage, and instructions for effective use of the dictionary. In addition, *Webster's New Collegiate* has 44 pages of Biographical Names, with dates and a word of identifying information about each, and 77 pages of Place Names, with a bit of information about

### Comparing dictionaries

A quick way to compare dictionaries as to the extent of their vocabularies and the length of definitions is to count in each dictionary the number of entries and the number of lines between and including two terms which are fairly close together alphabetically. (If a selected word or term does not appear in one of the books, just count from the alphabetical position it would occupy if present.) The procedure should be followed for several different word pairs and the results tabulated. Consumers' Research applied this technique to the three general dictionaries mentioned in this article, with the following results:

Dictionary	Word range					
	Incurve to indigenous		skip to skunk		slouch hat to slow motion	
	words	lines	words	lines	words	lines
Webster's New World	139	551	31	176	22	104
American College	118	515	30	153	12	68
Webster's New Collegiate	98	273	27	112	13	49

The word pairs used were chosen quite at random. The table shows that, in the sample ranges examined, *Webster's New World Dictionary* is considerably higher in number of words and number of lines of material than the other two. *The American College Dictionary* appears generally to have more words and more lines than *Webster's New Collegiate Dictionary*.

each of them. The *American College* was judged to have a somewhat larger vocabulary and longer definitions (see the box above). Its type size and style made the *American College* the most readable of the three dictionaries listed, with the *New World* a close second in this respect.

**Webster's New World Dictionary of the American Language, College Edition.** Copyright 1957. Cloth. \$6.75. 1724 pages. 7" x 10", 2" thick. Thumb-indexed. The World Publishing Company, 2231 W. 110 St., Cleveland 2, Ohio.

**The American College Dictionary.** Copyright 1959. Cloth. \$6. 1444 pages. 6¾" x 10", 2" thick. Thumb-indexed. Random House, New York.

**Webster's New Collegiate Dictionary.** Copyright 1958. Cloth. \$6. 1174 pages. 7" x 10", 1½" thick. Thumb-indexed. G. & C. Merriam Co., Springfield, Mass.

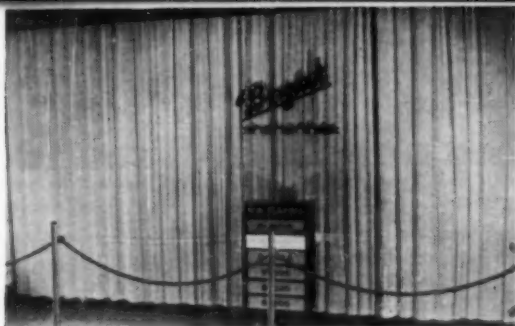


Figure 1



Figure 2

## The 1960 New York High Fidelity Music Show

SEPTEMBER 7, 1960, was the day that officially ushered in the new season for the high-fidelity world. In approximately 130 rooms of the New York Trade Show Building, manufacturers showed all their new products which purport to represent the last word in the faithful and pleasing reproduction of music from radio channels and from phonograph records.

The one really new thing shown, or perhaps better said heard, was "reverberation" in reproduced sound. We believe that so much advertising fanfare will be applied to the promotion of this new development this year as to warrant a separate article on reverberation and what it means to listeners. A brief article on this subject is on page 28 of this issue of CONSUMER BULLETIN.

The trend to more attractive cabinets and components has become more evident in the past year, and new kits for the home constructor are being offered. One of the newest entrants into the kit field is H. H. Scott with a new FM tuner. This kit is unique in that it has not only a completely assembled and wired tuning mechanism, but all tube sockets and certain other parts are already fastened to the chassis. The tuner sells for \$89.95.

British Industries Corp. showed the new *Garrard Type A*, a record changer-turntable combination which features a completely balanced tone arm. Consumers' Research is planning to include this changer in a forthcoming test of record changers. New speaker systems meant to fit on bookshelves, made by EMI of Great Britain (distributed in U.S. by Scope Electronics Corp., New York 19), sounded exceptionally smooth. A new development in speakers was the *Advanced Acoustics Bi-Phonic Coupler* (manufactured by Advanced Acoustics Inc., Nutley, N.J.). This loud-speaker system was only 4½ inches deep, and instead of the usual paper cone utilized a large (18 x 24 inch) panel of thin wood for the radiating surface. A fair judgment of the sound was not possible under the poor acoustic conditions of the display room; however, the initial impression was that the *Bi-Phonic Coupler* produced sound of a quality that

was smooth and fairly pleasant to listen to.

Loud-speakers in general have regressed to small size, in deference to the need for two speakers in a stereo system. Stereo seems to have the fortunate effect of making a single speaker system of ordinary tonal quality sound better, when two are used, with appropriate separation. KLH, who are known for the fine performance of their acoustic suspension speaker systems, showed only a large (about 6 feet high) set of full-range electrostatic speakers. They sounded fine, but we doubted that they sounded much better (at their price of \$1030 a pair) than a pair of *KLH-6* speakers at \$129 each.

The displays showed, for the most part, very good taste in decoration with some manufacturers relying on sound and attractive design only, to attract customers. Bozak had their demonstration speakers completely hidden behind a drape, and only an illuminated sign gave a clue as to which system was playing (see Figure 1). Others, like Fisher, had all their products out in the open in a salesroom type of display (see Figure 2).

An interesting demonstration of live vs. recorded sound was presented, pitting the Fine Arts Quartet of strings against a pair of *Acoustic Research AR-3* loud-speakers, a *Dynakit* preamplifier, and a set of *Dynakit MK III* amplifiers playing from a pre-recorded tape on a professional grade recorder. The tape was synchronized with the live performance, and until musicians laid down their bows it was impossible for listeners to distinguish between the live and recorded sound. This was an effective demonstration of how far the art of musical reproduction has progressed.

Judging from the crowds lined up to get into the show (at a dollar a person admission), we believe that high-fidelity components are going to appeal to even more millions of consumers than they did last year. Certainly the new designs and good performance of the various components justify more than ever the conclusion that by far the best sound for the dollar is to be had with the component type of high-fidelity music system.

## Reverberation—something new in hi-fi sound

THE record-playing public has had about two years to digest the qualities of stereophonic sound and decide upon its advantages and disadvantages; it is likely that many people may not fully understand the significance of this new form of high-fidelity sound reproduction. To many it has merely meant that they should discard the old monophonic equipment and invest in the new stereo equipment, which requires duplication of many components (and considerable added expense).

This year the manufacturers, having little else to stimulate sales, have brought out a new system, known as sound reverberation, variously called by many names such as *Sound Reverberation* (Zenith), *Reverbatron* (Sargent-Rayment), *Dynamic Spac-expander* (Fisher), and *Vibrasonic* (Motorola).

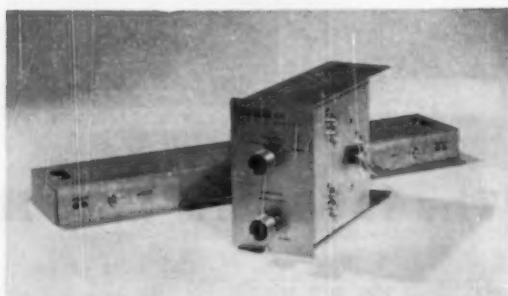
The effect of reverberation on high-fidelity sound is lauded in advertising as "having concert hall acoustics built into the set"; producing "effects far more startling than even the best stereo alone"; "every note, every word come 'alive' as never before." That reverberation is an interesting effect is undeniable, but whether or not every hi-fi set owner needs it or will like it may well be open to question.

The reverberation effect is not actually new, for many of those who record most of the low-grade "rock and roll" music have put this effect into their recordings. Reverberation in recordings has sometimes been called the echo chamber effect. Originally the effect was obtained mechanically, i.e., by singing into a long enclosed box; now the delay or echo effect is produced electronically.

The electronic reverberation system offered this year is a result of work done by the Hammond Organ Co. to produce a reverberation unit for their electronic organs. So far all manufacturers use the *Hammond* unit in conjunction with a control system of their own manufacture.

The reverberation effect is obtained by taking a portion of the output from the amplifiers in the set and then, after delaying it a bit by electrical means, feeding this delayed sound back into the input of the amplifier. The resulting sound from the loud-speaker contains the original sound plus the slightly delayed replica of it. It is this delayed after-sound or echo which creates the reverberation effect.

The *Hammond* unit consists of two tightly wound coil springs about 15 inches long. The ends of each of the springs are connected to the cores of special transformers. Audio signals which are fed into one transformer cause the spring to vibrate, and the transformer at the other end is



Sargent-Rayment Reverbatron 202

likewise "energized" but at a very slightly later time depending upon the lag of the vibration along the coiled spring. The delayed signal is amplified and fed back into the amplifier input. A control varies the amount of delayed signal fed back, and thereby the amount of reverberation. In stereo a portion of the combined product of the left and right channels is delayed and fed back to both the left and right channels. The effect is to broaden and increase the "presence" of the sound which appears to emanate from between the two speakers of the stereo channels.

As one expert puts it, stereo sound places the listener in the same position as the conductor of the orchestra, while reverberation places the listener farther back in the concert hall, where echoes from walls and ceiling arches introduce delay effects of considerable magnitude. Reverberation may give a listener the feeling of being in the last row of an empty concert hall.

The acceptability of reverberation depends much on the manner in which the recording was made and the quality of the recording and the reproduction of sound. For solo vocals, reverberation effects are highly undesirable and make the singer sound as though he or she were singing at the bottom of a 50-foot well. On some orchestral pieces a slight amount of reverberation was judged pleasing and free from undesirable qualities, and added pleasing effect in the sound was noted especially when the method was used with equipment of ordinary quality.

Most of the reverberation systems shown at the high-fidelity show in New York City this fall were offered by manufacturers of factory-assembled packaged instruments. On these instruments where the best sound was only fairly good as compared to a good separate-component high-fidelity system, there were noticeable improvements in apparent sound quality with reverberation.



Reverberation may help overcome a major shortcoming of the all-in-one cabinet stereo player, a shortcoming which arises in the fact that the sound outputs from two channels are delivered at points that are much too close together. In small rooms, a moderate amount of reverberation did seem to push the sound further away from the listener and spread it out.

A good, well-balanced, true high-fidelity stereo system, however, would not need reverberation to improve the stereo effect or add to the pleasure of listeners. Reverberation used with a top-quality reproducing system would be just a gimmick which would appear as an artificial modification of otherwise highly pleasing reproduced sound, a novelty of which one might tire rather quickly.

A few manufacturers of components for good high-fidelity sound systems for the home who have showed reverberation features have evidently done so for competitive reasons, and so that they would have a chance to capitalize on the advertising binge which has been set into motion by the manufacturers of "packaged" ready-to-operate radio-phonograph sets. These manufacturers of "packaged" sets are offering reverberation only on the most expensive top-of-the-line models, as a means for making the highest priced sets seem different from, and better than lower-priced models.

Reverberation units sold as components are priced at about \$50, and devotees of home high-

fidelity equipment can easily add one to any stereo phonograph system that uses a preamplifier control unit and separate power amplifiers. It may be impracticable as well as costly to try to add a reverberation unit to a ready-made console (other than a few new models that are specially prepared for easy addition of a reverberation system).

If you are the owner of a satisfactory console or component system, don't fret about not having reverberation. We are sure most music lovers can exist quite happily without it for a long time to come. They may assume that in most cases the conductor and the recording engineers who make records have made sure that the sound is recorded with the right qualities, the qualities the orchestra conductor thought the music should have to interpret his own ideas and those of the composer. Reverberation is an "extra added attraction" that, like overuse of plucked strings or triangles or bells in an orchestra, may or may not enhance the musical effect. If you must hear reverberation sound, purchase a record of one of the new crop of rock-and-roll singers. The chances are very great that reverberation was used in the recording to disguise an otherwise inadequate or juvenile performance, and you will learn very quickly and inexpensively whether or not reverberation will add to your and your family's enjoyment of good music.

## Inexpensive slide rules

*(The beginning of this article is on page 39)*

### A. Recommended

**Acu-Math, No. 400 Mannheim** (Acu-Rule Mfg. Co., Box 142, Mt. Olive, Ill.) \$1.95, including soft plastic case. A 10-in. slide rule made of white plastic. Has four scales in addition to the usual A, B, C, CI, and D scales for sines and tangents of angles, logarithms, and cubes. Clear cursor (sliding indicator with a hairline). Was found to be accurate, with clearly engraved scales, and easy to use. Instruction book was well written. An ideal economical all-around slide rule suitable for all of the types of calculations ordinarily required. (Shown at the bottom in the picture on page 39.)

### C. Not Recommended

**Engineering Instruments Co., Model 10-B** (Engineering Instruments, Inc., Peru, Ind.) \$1, including postage. A 10-in. slide rule made of wood. Conversion tables were printed on the back. Scales which were printed on a white painted surface included A, B, CI, C, D, and K. Metal framed plastic cursor. The wood of this rule would swell up on humid days so that it was difficult, indeed, hardly practicable, to move the slide. Edges of the scales were not straight and did not fit closely to one another. The painted face is not adapted to resist wear,

if given hard use, and the printed scales were unevenly imprinted. The instruction book was fairly good. This slide rule appears to be identical with one previously known as the *Lawrence* slide rule. There is, or at least has been until recently, a similar rule on which the markings are made directly on the wood without the white coating needed to improve contrast. (Shown at the top in the picture.)

**C-Thru, No. 88** (C-Thru Ruler Co., Hartford, Conn.) \$1.80. A 10-in. slide rule made of a flexible celluloid-like white plastic. Has A, B, CI, C, D, and K scales on one side and S, L, and T scales on the other. The clear printing on the rule was easily read, but the fact that the sliding scales passed *under* the fixed scales instead of being in close juxtaposition to them and in the same plane made it difficult to read accurately. The poorly-fitting plastic cursor did not move in an accurately defined path; because of this, substantial error of reading was possible. The scales were not accurate; for example,  $6 \times 6$  was found to equal 36.2! Instruction sheet was not particularly good in form or content. A similar rule, marked *Sterling 538*, but without the K scale, in the 5-in. size is available at some variety chain stores at 49c. On a sample of this rule,  $1 \times 1 = 0.997$ . (Shown at the middle in the picture.)

## *Are consumers becoming thrifty?*

THE CONSUMER, it seems, is always causing trouble for somebody. When sales are booming because he buys extensively on the installment plan, government bureaus and non-governmental economists worry about the amount he owes to creditors. There is talk about passing a law restricting how much can be bought on credit, and legislative hearings are held to determine whether or not the consumer should be protected against his own desire for better living—on the cuff.

If the consumer exercises caution, shows a decided preference for putting money away in a savings account, and makes a determined effort to pay off his indebtedness, both business and government economists worry that the drop in purchasing will drastically slow up economic activity and cause a depression. Of course, at this time of year with the crowds of Christmas shoppers making it all but impossible for the person looking for some staple article to get waited on for anything so commonplace as handkerchiefs, undergarments, or socks, a recession seems quite remote.

The statisticians report that total personal incomes in 1960 are running well above the 1959 figures, but retail sales have not been holding their own. In these days when the great majority of people have more than enough for the simple needs of existence—food, shelter, and clothing—a goodly share of their spending can be deferred. This "excess" income provides what has been termed discretionary purchasing power. In total, and on an over-all average, it is so large and is shared by so many people that what they do with it can make the difference between recession and prosperity on a national scale.

Last spring Professor George Katona of the University of Michigan Survey Research Center reported that when consumers were pessimistic about the business outlook, they were likely to save their money. When they were optimistic, they were likely to spend more freely. The demand for products apparently depends on consumer confidence in over-all economic stability as well as on the amount of their incomes. Professor Katona suggested that consumers constantly needed new stimulation to remain optimistic. He concluded that on the whole, however, consumers have a stabilizing effect on the economy and are essentially conservative.

Katona has noted that millions of consumers may step up or reduce their purchases, not solely on the basis of their ability to buy at a given time,

but because their attitudes change. When something appears on the market that is particularly appealing, out come the checkbooks. There is indication, for example, that the new compact automobiles are quite popular with consumers, but the sales of these cars have reduced the demand for used cars and thereby reduced the turn-in allowances on new cars. Appliance sales are slowing up, chiefly due to the fact that consumers find there is considerable life left in their present equipment, and some are reluctant to experiment with newer, more complex models.

There is considerable evidence also that consumers are fed up with the high cost of service, repair, and installation. The service problem undoubtedly is a large factor in their unwillingness to purchase new household equipment. It is a matter of considerable annoyance—to say the least—to purchase a new appliance for a considerable sum and to find it balky in performance from the start. The old one with its peculiarities that have been mastered may well be less of a headache in operation because its faults are known and its failures can be anticipated.

The increasing cost of educating children is also an important item of expenditure in many budgets. The cost of books, transportation, and clothing, for young school children, as well as tuition, board, and room for college and university students cuts heavily into family funds. Such items do not show up in the economic indices. Furthermore, the percentage of young people continuing their education to higher levels is rising steadily, increasing from 30 percent of the 18- to 21-year olds in 1950 to 39 percent in 1959, according to an estimate by the U. S. Office of Education. The cost of four years of college, beginning this year, is estimated at \$10,000, compared with \$6000 ten years ago. The family with one or more members in college is likely to "make do" with its present household appliances, television set, and automobile, "for the duration."

According to a report in *The Wall Street Journal*, some people have discovered how much it is costing them to buy their homes on a long term mortgage and appliances on the installment basis. They are making a determined effort to pay up before making further large purchases. This is a healthy sign of consumer competence in money management. It may upset those who watch the customary economic indices and who cry "wolf, wolf" at the slightest downturn, but it will be

welcomed by those economists—if there are any who dare make their views public—who hold that old-fashioned thrift is a sound financial principle.

There is also some suggestion that American labor is pricing itself out of the market, and that price competition from Japan and other alert countries with fast-growing industries is providing American consumers with well-made products at more attractive prices. Cameras, textiles, sewing machines, china, and several other industries in the U.S. are meeting with stiff competition from abroad. Since organized labor apparently is not disposed to recognize these economic facts of

life, it seems probable that the present sluggish state of the consumer market will continue.

The situation is not really critical; the total of consumer spending for goods and services is reported to be moving upward. Perhaps it's a little like the situation reflected in the joke about the wealthy Texas oilman who left a \$50 tip after dining in a fashionable restaurant. The waiter hastened after the man and said "Sir, look what you left." The Texan looked at the bill and drawled, "Yep. Yuh see Ah wasn't real pleased with the service tonight."

## Auto flasher lamp improved

It very often happens that a manufacturer will make advantageous changes in the design of an appliance or device following mention of a specific defect or fault in a CONSUMER BULLETIN report on the item. Faults or defects may have been of a kind that gave sufficient cause for a not-recommended rating. A case in point concerned the *Big Beam Model 164* beacon lamp reported a few years ago in the BULLETIN. It was found during Consumers' Research's tests that the two switches used to control the separate red blinker light and white beam became erratic in operation following a test that simulated the action of rain on the device. It was on this account that the *Big Beam* received a *C-Not-Recommended* rating, for reliability of a car flasher light under wet weather conditions is an important element in any judgment of its usefulness to the motorist.

About a year after our test, the manufacturer informed Consumers' Research that he had made a slight change in his design to provide protection of the switches against entrance of water, moisture, and dirt particles. Consumers' Research examined a new sample incorporating the improved design and found that the fault reported in our original study of the *Big Beam* had been fully corrected. The rating was subsequently changed in the ANNUAL BULLETIN from *C. Not Recommended* to *B. Intermediate*. The *B* rating is the highest assigned to any flasher light that does not provide the dual advantage afforded by the *Do-All Snapit* (see December 1956 BULLETIN), that of providing a trouble lamp on a long extension cord and a warning signal to warn other motorists, in a single unit. Inclusion of a battery-operated trouble lamp on an extension cord as an accessory is a valuable feature that many will wish



The problem of sealing the two switches on the *Big Beam* was solved easily by the use of soft-rubber "caps" which fit over the protruding push buttons. The area on the switch at the left, where leakage formerly was present, is now protected by a red rubber cap (removed, in the illustration, to show the switch button). The rubber "cap" (white) has been left in place on the switch at the right.

to consider in buying a lamp for automobile emergency use.

### B. Intermediate

**Big Beam, No. 164** (U. C. Lite Mfg. Co., Chicago) \$8.95, including battery. Rating applies to new model with rubber caps covering the two switches. The new model would be *A. Recommended* if purchased for use as a spotlight only.

## Phonograph Records

BY WALTER F. GRUENINGER

Please Note: Stereo records are indicated by the symbol (S). Ratings (AA, A, B, etc.) apply first to the quality of interpretation, second to the fidelity of the recording. Most performances are available on both stereo and regular LP records.

- ⑧ **Bales:** *The American Revolution*. The Cantata Choir, Soloists, National Gallery Orchestra under Bales. Columbia LS 1002. \$10. A cantata based on the music of the American colonies from 1775 to 1800. Included are "The Battle of Trenton" by James Hewitt, "Bunker Hill" by Andrew Law, "Ode on Science" by Jezeiah Sumner, "The President's March" by Philip Phile. A most elaborate book supplements the disk. Superb, full bodied performance. First rate recording. AA AA
- ⑧ **Brahms:** *Concerto for Violin and Cello*. Francescatti and Fournier with the Columbia Symphony under Bruno Walter and *Tragic Overture*. Same orchestra. Columbia MS 6158. \$5.98. Is the orchestra too much in the background? That's the only question that arises when hearing this magnificent performance of a work inspired by the concerti grossi of the old masters. Majestic performance of the *Tragic Overture*. Spacious sound. AA AA
- ⑧ **Brahms:** *Orchestral Music*. Columbia Symphony under Bruno Walter. 8 sides, Columbia M4S 615. \$23.92. Included are the four symphonies, "Variations on a Theme by Haydn," "Tragic Overture," "Academic Festival Overture," "Double." Bruno Walter presents the warm, classic interpretation. . . a little slower than that of some younger conductors and a little less dramatic. There's more than one way to play Brahms. But in his style, Walter has no equal. His orchestra is expert, his recording richer and less piercing in some pieces than in others. An informative booklet featuring photos of Bruno Walter over the years adds a welcome touch. AA A
- ⑧ **Dvorák:** *Symphony No. 4 and Carnival Overture*. London Symphony under Dorati. Mercury SR 90236. \$5.98. Predominately a lyric symphony. Beautifully shaped well knit phrases, a delight from beginning to end. Richly recorded. AA AA
- ⑧ **Handel:** *Concerti Grossi, Op. 6 (Nos. 4, 5, 6)*. Handel Festival Orchestra, Halle under Margraf. Epic BC 1089. \$5.98. Not the greatest Handel works, but substantial. The playing passes inspection, though it doesn't tower above all the previous recordings. Pleasing sound. A AA
- ⑧ **Haydn:** *Symphony Nos. 103 and 104*. Orchestre des Concerts Lamoureux under Markevitch. Epic BC 1096. \$5.98. Markevitch far surpasses the ordinary conductor. Here he directs the "London" and the "Drumroll" symphonies with a rarely heard Beethovenesque touch, particularly in the former. Some may think he overdramatizes Haydn. But there's no question it's an interesting approach. His men play skillfully, and he is richly recorded, except for some distortion in the inner grooves. AA A
- ⑧ **Orff:** *Carmine Burana*. Philadelphia Orchestra, Rutgers University Choir, and Soloists under Ormandy. Columbia MS 6163. \$5.98. An arresting contemporary work—secular songs based on a manuscript published in 1847. No question but that it is gaining acceptance. But over how many playings will it hold your attention? Try to hear this one at your dealer to judge its value to you. You're not likely to hear a more dramatic performance nor a better recording in the present state of the art, though heavy choral passages on disks still don't match the realism of the concert hall. AA A
- ⑧ **Ponchielli:** *La Gioconda*. Callas, Monreale, etc., under Votto. 6 sides, Angel S-3606C/L. \$17.94. Ponchielli's most popular work. . . a blood and thunder opera with good tunes. It is performed by the La Scala group with Callas in the name role. She is excellent in revealing the drama of her part but fails to convey fully the musical values. The remainder of the cast pass muster but deserve no cheers. The conductor indicates he could turn out a superb *Gioconda* with the right artists. Live studio, wide-range recording with stage and directional effects. B AA
- ⑧ **Smetana:** *The Bartered Bride*. Soloists, Chorus and Orchestra of the Prague National Theater under Chalabala. 6 sides, Artia ALPO S 82-C/L. \$17.94. Sung in Czech, as the composer specified, is this tuneful, charming light opera—the starting point of the Czech national style in music. The cast and the direction could hardly be better. Tikalova, as Marenka, is a pleasing soprano; Zidek, as Jenik, sings with romantic flair; and Haken, as Kecal, performs the bass role with an understanding of comedy, and with imagination. The stereo recording matches our country's best except for rare blasting and some pops on side 6. Overall, a highly enjoyable release. AA A
- ⑧ **Strauss:** *Die Fledermaus*. Terkal, Scheyrer, Dermota, Ludwig, Kunz, etc. Philadelphia Orchestra under Ackermann. 4 sides, Angel 3581 B/L. \$11.96. At the beginning of this recording of a famous Viennese comic opera good use is made of depth effects on stage. Subsequently there is little recording of motion. The sound, however, is round, full, and theatre-like, hardly calling for one of the new reverbs! The dialogue between musical numbers, spoken in German, is followed easily with the attractive booklet provided. All of the singing passes muster, but in sum it fails to equal that of the old London set. Is it the conducting? B AA
- ⑧ **Verdi:** *La Traviata*. De los Angeles, del Monte, Sereni, etc., under Serafin. 6 sides, Capitol SGR 7221. \$17.94. This operatic masterpiece depends more than most operas on one singer. . . Violetta, sung here by Victoria de los Angeles. Can there be any doubt she is one of the supreme sopranos of our time? Her voice is as clear as a bell; it has charm and elegance and artistic integrity. The Germont roles, though sung satisfactorily, do not attain the distinction of Violetta. The direction leaves little to be desired. A bonus disk is a collection of orchestra rehearsal bits with Maestro Serafin frequently "singing" the part of the soprano! In the performance the orchestra sound is more remote than I like it, and the balance in some of the vocal duets favors the tenor. Otherwise, rich-sounding recording with little "action." There's plenty of LP competition for this opera set which boils down to the soprano you prefer, but there is no other stereo release. A A
- ⑧ **Verdi:** *Il Trovatore*. Price, Tucker, Warren, Elias, Tozzi, etc., under Basile. 6 sides, RCA Victor LSC 6150. \$11.98. With few exceptions, the opera houses of the world fill up when tuneful *Il Trovatore* is on the boards. But this isn't the best sung performance on disks. Surely Victor's mono release, LM 6008, though not so well recorded, with Bjoerling and Milanov, tops it. In this new release, Leontyne Price does well as Leonora; Leonard Warren shows signs of wear though most of his work is excellent; Elias is no match for this company; Tucker's voice seems unusually tight—and so on. But Basile's an understanding conductor. Realistic recording. A AA
- ⑧ **Big Tiny Little's Singing Honky-Tonk**. Coral CRL 757335. \$4.98. Above the average disk of its kind. Tiny plays the honky-tonk piano and a chorus and percussion group assist. Included are "Daddy," "Waikiki," "Lazy River," "Marie," "In a Shanty in Old Shanty Town," and others. Excellent recording. Fun. AA AA
- ⑧ **Ethel Smith on Broadway** (Hammond Organ). Decca DL 78993. \$4.98. Hammond organ plus percussion run through tunes from new Broadway shows, "Sound of Music," "Take Me Along," "Gypsy," "Fiorello," "Destry Rides Again," etc. Well played and recorded. AA AA
- Trio San Jose**. Capitol T 10243. \$3.98. A Spanish male trio sings "Cielito Lindo," "Pepe," "La Paloma," "Granada," "Besame Mucho," and similar numbers. . . some in sophisticated arrangements which include trumpet, sax, piano. Not world beaters, but pleasant lads with interesting harmonies. A A



## Ratings of Current Motion Pictures

THIS SECTION aims to give critical consumers a digest of opinion from a wide range of motion picture reviews, including the motion picture trade press, leading newspapers and magazines—some 17 different periodicals in all. The motion picture ratings which follow thus do not represent the judgment of a single person, but are based on an analysis of critics' reviews.

The sources of the reviews are:

*Boxoffice, Cue, Daily News (N. Y.), The Exhibitor, Films in Review, Joint Estimates of Current Motion Pictures, Motion Picture Herald, National Legion of Decency, New York Herald Tribune, New York Times, The New Yorker, Parents' Magazine, Release of the D. A. R. Preview Committee, Reviews and Ratings by the Protestant Motion Picture Council, The Tablet, Time, Variety (weekly).*

The figures preceding the title of the picture indicate the number of critics whose judgments of its entertainment values warrant a rating of A (recommended), B (intermediate), or C (not recommended).

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure  
biog—biography  
c—in color (Anso, Eastman, Technicolor, Trucolor, Warner Color, etc.)  
car—cartoon  
com—comedy  
cri—crime and capture of criminals  
doc—documentary  
dr—drama  
fan—fantasy  
hist—founded on historical incident  
mel—melodrama  
mus—musical  
mys—mystery  
nov—dramatization of a novel  
rom—romance  
sci—science fiction  
soc—social-problem drama  
trav—travelogue  
war—dealing with the lives of people in wartime  
wes—western

A	B	C			A	B	C		
3	5	—	Alamo, The	hist-dr-c AYC	—	3	3	Desire in the Dust	dr A
—	3	1	All in a Night's Work	com-c A	—	3	2	Dondi	dr AY
—	4	8	All the Fine Young Cannibals	dr-c A	—	7	2	Dreams (Swedish)	dr A
—	5	7	All the Young Men	war-dr AY					
—	2	1	Amazing Mr. Callaghan, The	mys-mel A	1	2	1	Elevator to the Gallows (French)	dr A
—	2	2	Amazing Mr. Teas, The (British)	com-c A	1	10	5	Elmer Gantry	dr-c A
—	3	3	Amazing Transparent Man, The	sci-dr AY	—	8	2	End of Innocence (Argentine)	dr A
—	5	6	Angel Wore Red, The	dr-c A	—	3	5	Enemy General, The	war-dr A
—	3	1	Angry Silence, The (British)	soc-dr A	—	5	4	Entertainer, The (British)	dr A
1	8	5	Apartment, The	com A	1	2	1	Exodus	noc-c AY
—	5	2	As the Sea Rages (German)	dr AY					
—	2	1	Aunt from Chicago, The (Greek)	com AY	—	3	—	Facts of Life, The	com-c A
—	3	6	Battle in Outer Space (Japanese)	sci-c AY	1	6	3	Fall of the House of Usher, The (British)	mel-c AY
—	1	4	Battle of Blood Island	war-mel AY	—	3	1	Fanny	mus-dr-c A
—	3	8	Bell Boy, The	com AY	—	5	5	Fast and Sexy (French-Italian)	com-c AY
2	10	3	Bells Are Ringing	mus-com-c AY	—	2	1	Fedra, the Devil's Daughter (Spanish)	dr A
—	3	3	Between Time and Eternity (German)	dr-c A	—	3	1	Fever in the Blood, A	dr A
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NOTE: Reprints from CONSUMER BULLETIN are listed on page 11 of the June 1960 issue.



## The Consumers' Observation Post

(Continued from page 4)

THE BATTLE OF THE LIPSTICK COLORS seems to be nearly over. The new color additives bill that became a law on July 12, 1960, gives the Food and Drug Administration authority to certify the individual batches of coal-tar color that may be safely used in specified amounts. It requires manufacturers to retest any questionable colors now in use. Just what the effect of the new law will be on the composition of current products remains to be seen. In the meantime, there may be some interest in two brands of the non-indelible type lipstick that are advertised to be free from coal-tar dyes that may cause trouble. They are: Oriene (Orjene Inc., 395 Broadway, New York 13) and Stur-Dee lipstick (Stur-Dee Health Products, 238 Livingston St., Brooklyn 1, N. Y.).

\* \* \*

THE TOOTHBRUSH must be properly applied to do a good job in removing food debris. In some cases, only a toothpick is effective in removing a food particle that has been impacted between the teeth, reports Dr. J. L. Patton of London (England) in The [British] Lancet. He notes that failure of the toothbrush to remove food debris is a not uncommon cause of halitosis. Another British physician urges the tooth brusher to look in the mirror as he brushes so that he can make certain of reaching all portions of his mouth.

\* \* \*

FRUIT JUICE BLENDS without added sugar or artificial sweetening are not to be found on grocery store shelves. "Why not?" asks one of our subscribers who would also like to obtain unsweetened juices in self-service machines like those which now supply soft drinks. Of course, natural unsweetened beverages are not as convenient for manufacturers and distributors, and might not keep as well as the highly synthetic drinks now popular that are sweetened with chemical additives.

\* \* \*

RECOMMENDED FOR CHRISTMAS GIVING: The Real Munchhausen, authentic tales by the fabulous Baron of Bodenwerder, as told by one of his descendants, Angelita von Munchhausen. This delightful collection of "whoppers," written by a member of CR's staff, will be found by many to be a welcome relief from the sex, sin, and perversion in color movies, and the talky-talk interview programs and shoot 'em up Westerns on TV. The Baron's claim that his dachshund was originally a greyhound that had run her legs off and his feat of preserving the trill of a famous soprano in a bottle of wine might even start a new trend in TV programs. It would be quite effective in cartoon shorts. The book, which is beautifully illustrated with black-and-white sketches by the noted Harry Carter, is suitable for all except the very young, for whom it would be a bit sophisticated. The book is available from booksellers or the publisher, Devin-Adair Co., 23 E. 26 St., New York 10, at \$5.



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WHAT WOMEN WANT IN AUTOMOBILES was the subject of a discussion in Washington, D. C., this past spring. Their ideal car should have less horsepower and more safety, higher body with no hump in the floor, bigger glove compartments, built-in litter bags, and hooks on which to hang the pocketbooks.

\* \* \*

COFFEE FRESHLY ROASTED AND FRESHLY GROUND gives the best brew, but how much should you expect to pay for it? In CONSUMER BULLETIN, April 1960, we tested and reported on the Mistral electric coffee grinder selling for \$6.95 at a New York department store, giving it a B-Intermediate rating. Some months later a subscriber sent us a sales letter that he had received from Caffé Limited of Evanston, Ill., which offered the Mistral coffee grinder, a coffee measure, an assortment of whole spices, and 2 pounds of coffee for \$17.40 delivered. This would seem to be a quite profitable markup. Worse still, the claim was made that CONSUMER BULLETIN recommended the grinder "as the very best of all grinders tested." To clear up the confusion, we would point out that:

We did not "recommend" the grinder; it was rated a B. Intermediate. We tested only one make at that time, and it would be misleading to say that it was the best of all tested.

We do not permit the use of our test findings for sales or advertising purposes, and we have so advised Caffé Limited, who could have ascertained that fact by reading page 5 of CONSUMER BULLETIN.

\* \* \*

PEELING HOUSE PAINT is a hazard to children. In a study made among Minneapolis children by Dr. Evelyn E. Hartman and two colleagues, it was discovered that symptoms of lead poisoning among small children in Minneapolis were fewer than in some cities. It was suggested that the shorter summer season might account for the difference, although there were symptoms of lead intake among some small children during the summer months. Parents and the public should be warned of this danger of children's eating flakes of paint that fall from the walls of poorly maintained houses; the danger is greatest during the summer season. One should never use an exterior (outside) paint indoors, or for the painting of toys or cribs.

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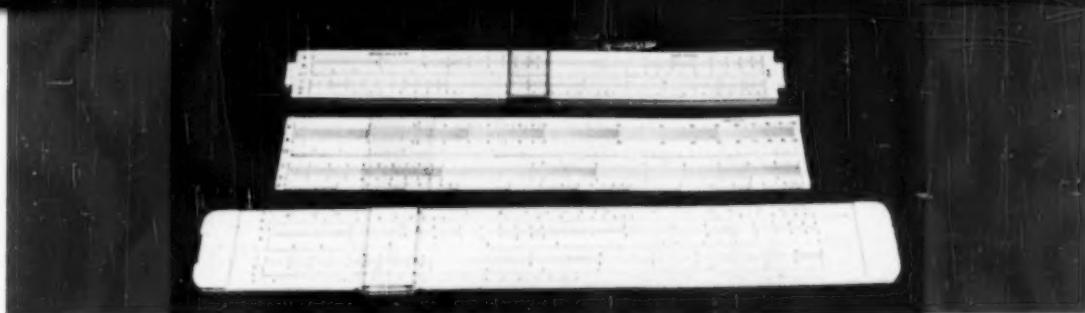
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## Inexpensive slide rules

THE SLIDE RULE at one time was the badge of the engineering student and the graduate engineer or scientist. Although engineers are still predominantly associated with slide rules, more and more non-technical persons are using them, and accountants and other people who work constantly with figures have found the slide rule almost indispensable. In one university, an instructor in mathematics announced to his class—"You don't *have* to learn to use the slide rule, but if you want to calculate fast enough to pass the course, you'd better."

The slide rule is indeed a device for making quick calculations. It will enable one to solve problems of multiplication, division, squares and square roots, reciprocals, and with the more complex professional rules, many problems of higher mathematics involving trigonometry and vector quantities. A slide rule is a handy tool for anyone who has occasion often to multiply or divide numbers and, for these basic mathematical problems, is quite easy to use, and is used by millions of businessmen as well as scientific and engineering professionals.

Although the normally used 10-inch-size rule will not give as exact an answer as working out the problem on paper, it will give an answer with enough significant figures to be serviceable for most any practical purpose. A thing to remember about the slide rule is that it does difficult calculations just as easily as the easy ones. It takes no effort to carry out long division and multiplication, compound proportion, and cube and cube roots are obtained just as easily as multiplying  $2 \times 2$ . Removing the drudgery from calculating is a great benefit, for it makes it much more likely that needed calculations will be carried out. (The slide rule can even help you with the income tax by giving a rough 3-place determination of a calculation and making sure the longhand calculation did not include some gross errors!)

The simplest rules have C and D scales for regular multiplying and dividing, A and B scales for squares and square roots, and often a CI scale for reciprocals, and a K scale for cubes and cube roots. Some include scales for logarithms and

sines, cosines, and tangents of angles.

For the majority of users, including beginners who wish experience in use of a slide rule, the C and D scales will serve very well, since multiplication and division are the two kinds of calculation that are most needed. The main skill needed in the use of any slide rule is the ability to locate given numbers on the various scales and the correct placement of decimal points; the latter can usually be done by a rough mental calculation, without need to learn a special rule. Instructions which come with the better rules explain in detail the use and reading of all the scales, and once this is mastered, a few hours of practice will give one fair proficiency in making slide rule calculations.

Professional slide rules have several to many additional scales, tailored to the need of the engineer in a given specialty. Most persons will have no need for these additional scales, and their presence on a rule will only make for possible confusion and a chance for misreading.

The size of a slide rule is denoted by the length of the scales, not the length of the body of the rule. Standard sizes are 5, 10, and 20 inches. The pocket-size 5-inch slide rule is handy for the engineer for use in the shop or laboratory, or on the plant floor for quick calculations, but is judged too small for easy use by the beginner or average person. The 10-inch is the most popular size and is convenient, and acceptably accurate.

The rule that is given an A rating in this report is the best buy of a number that have been carefully studied as the ones most likely to be easily purchased by the non-expert user, and because they afford good quality at a minimum price. The best-known makes of slide rules that have been used by engineers throughout the world for 75 years or more sell at prices of \$12 to \$25. Even the pocket slide rules of these makes are priced at \$5 up. These high prices for modern rules will make it evident why Consumers' Research tried to locate some slide rules of good design and satisfactory accuracy that are now available generally in stationery stores, and sometimes even in drug stores or hardware stores at very modest prices.

(Concluded on page 29)

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**Contact lenses of the bifocal type**

**Waste (garbage) disposal units**

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Hotpoint	Sears Kenmore
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